

Research on the Current Situation and Countermeasures of Building a Beautiful Countryside Under the New Urbanization

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Abstract: In order to implement the “Rural Revitalization” policy and speed up the construction of beautiful villages, the development of new urbanization must be carried out to promote the coordinated development of rural agricultural modernization and industrial informatization. In order to explore an effective path for the construction of beautiful villages in the context of new urbanization, this study proposes several strategic ways for the construction by analyzing the overall relationship between new urbanization and the construction of beautiful villages as well as the current situation of the construction of beautiful villages in the context of urbanization, hoping to provide reference and guidance for the exploration of the rural revitalization strategy implementation.

Keywords: New urbanization; Beautiful countryside; Construction; Development

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1. Introduction

Comprehensively carrying out rural revitalization and construction is the directional strategic policy for China’s rural economic construction that has been put forward by the 19th National Congress of the Communist Party of China, hoping that under the guidance of this policy, China’s rural economic construction will improve and reach a higher level. In order to truly realize the strategic goal of rural revitalization and improve the level of rural economy, practical and feasible beautiful rural planning and overall development must be implemented in the process of rural economic construction and development, the transformation of rural economic industrial structure must be promoted, and the goal of rural revitalization and construction must be sought. In view of the rural economic development under the rural revitalization strategy, Kong Xiangfeng pointed out that it is first necessary to clarify the significance of the rural revitalization strategy, make reasonable planning on the premise of analyzing the current situation of rural economic development, clarify the ideas, achieve the integration of industry and village, as well as ensure the orderly promotion of the construction of beautiful villages under the new urbanization^[1]. Based on several research results, this paper makes an in-depth analysis of the overall relationship between new urbanization and beautiful rural construction, the current situation and problems of beautiful rural construction under the new urbanization, as well as the effective ways to speed up the construction of beautiful rural areas, hoping to provide reference and guidance for the effective implementation of the rural revitalization strategy.

2. Overall relationship between new urbanization and beautiful rural construction

In order to realize the stable growth of rural economy, it is important to pay attention to the coordinated development of new urbanization and beautiful rural construction. With the continuous progress of urban and rural reform, urbanization is accelerating day by day. However, during this period, existing problems such as the large urban-rural income gap and the uncoordinated urban-rural development are also becoming increasingly prominent, which to some extent are limiting the sustained and stable growth of rural economy. Therefore, in order to maintain the existing achievements of economic development and further improve the quality of urbanization, the overall development of urban and rural areas must be taken into account ^[2]. In the same way, in order to continuously improve the quality of China's urbanization and maintain the achievements of economic development, the overall development of urban and rural areas must be taken into account. The concept of "new urbanization" first appeared during the 18th CPC National Congress. Compared with traditional urbanization, new urbanization emphasizes the people-oriented scientific concept in development, focuses on making up for the shortcomings of rural development, and uses the achievements of urban economic development to support the development of rural economy. However, rural economic areas should also speed up the adjustment of their own industrial structure, strive to improve agricultural productivity and creativity, as well as refrain from blindly relying on cities and towns to drive their development. The ultimate goal of building a beautiful countryside is to accelerate the development of rural economy, improve the level of rural modernization, and protect the ecological environment of the rural residents ^[3]. At the same time, the construction of beautiful villages has provided a steady stream of power for the promotion of new urbanization. Therefore, in order to ensure the coordinated and stable development of China's urban and rural economy, it is of utmost importance to pay attention to the planning and construction of beautiful villages under the new urbanization and actively promote the new rural construction model.

3. Current situation and problems of "beautiful" rural construction in the context of new urbanization

3.1. Insufficient scientificity of rural construction planning and design

There are many contents and links involved in the construction of beautiful villages under the new urbanization. Therefore, it is imperative to analyze the contents involved in rural construction from a macro perspective and plan reasonably while considering the actual situation of these villages, so as to promote the stable improvement in the efficiency of the construction of beautiful villages on the basis of ensuring that the rural construction is scientific, reasonable, and feasible. Relevant research results have shown that at this stage, many regions in China are in chaos when carrying out the construction of beautiful villages, resulting in the lack of order and organization in the construction process, especially in the case of emergencies or problems that cannot be dealt with effectively, and ultimately leading to the difficulty in achieving the goal of the construction ^[4]. Although the ultimate goal of constructing beautiful villages is the same, due to the regional differences, the construction of beautiful villages must be carried out in consideration of their own forms, through scientific planning and design as well as the formulation of practical implementation regulations to ensure that the construction standards meet the expectations ^[5]. However, some regions have failed to focus on the actual and long-term planning when carrying out the construction, thereby resulting in a disparity among the local conditions, local industrial economy, and rural construction. In some areas, there is a certain "blindness" in the construction of beautiful villages. One cannot build a beautiful countryside by only reproducing the successful experiences of other regions without conducting adequate research and development planning. This does not only bring great damage to the local ecological environment, terrain, and landform, but also violate the basic principle of ecological harmony in the construction of a beautiful countryside.

In addition, due to the lack of scientific planning and design, the ambition of farmers has been seriously disregarded in rural construction, and their homestead and private plots have been severely destroyed, thus affecting their enthusiasm. Their lack of enthusiasm has greatly challenged the implementation of the construction ^[6].

3.2. Unclear local characteristics

In the context of the new urbanization, the construction of beautiful villages must integrate the cultural history, architectural structure, geographical environment, and ecological environment of each region. The construction of beautiful villages must be integrated with the history and culture of the region. Although most regions have integrated their local characteristics into the construction to fully reflect the cultural connotation of each region, there are still some regions that lack local regional culture and have less distinctive industry and cultural characteristics in the construction ^[7]. The reason is that the government departments and relevant staff in these regions do not emphasize enough on the construction of beautiful villages. Coupled with the lack of professional rural construction talents, this leads to the single focus of new rural construction on the successful experiences of others, without any innovation in demolishing and transforming old rural buildings. Even when some towns and townships are involved in this work, there is no unified planning and supervision when transforming the houses belonging to farmers, resulting in different architectural styles in the same area and the lack of distinctive regional characteristics. Therefore, relevant personnel must attach more importance to this issue, highlight local characteristics when carrying out the construction of beautiful villages, and promote the orderly development of rural construction under the guidance of scientific and feasible planning and design schemes ^[8].

3.3. Slow development and transformation of secondary and tertiary industries

The traditional urban and rural construction and development model lacks an ideal supervision mechanism in rural economic construction since its focus is solely on economic development. As a result, environmental pollution is rising. In the early days of reform and opening-up, in order to increase economic income, people began sand mining and forest mining on a massive scale, causing inestimable losses to natural water bodies, mountains, and greeneries ^[9]. The originally emerald ridges have been turned into ferocious random stone hills due to natural disasters, such as landslides and mudslides; the once-clear river has turned into a muddy “sediment river”; the once-rural scene of smoke curling has turned into a scene of haze covering the sun; and the once-balanced rural ecological environment has been completely destroyed. Moreover, in the process of developing rural economy, some regions have always regarded agriculture as the primary industry despite the fact that the traditional extensive agricultural production mode wastes a significant amount of cultivated land resources. People are only paying attention to crop planting on cultivated lands with slightly higher output; it is difficult to develop scattered planting areas on a large-scale. In terms of agricultural economy, many regions are focusing on the primary industry and the tertiary industry, with a serious lack in the secondary industry that embodies raw material processing and packaging. As a result, there is an excessive dependence of rural economy on the urban economic environment ^[10].

3. Effective ways to speed up the construction of beautiful villages

3.1. Scientific planning and proper guidance

In order for the construction of beautiful villages to be implemented scientifically, it must be based on sound planning and design. Hence, prior to carrying out rural construction, all regional government departments should conduct a comprehensive survey on the local characteristics, formulate a sound design in line with the results of the survey and the development situation of the current era, make sufficient preparations, and prevent the waste of resources as much as possible ^[11]. On the one hand, it is necessary

to consider and integrate the local terrain, interests, and cultural characteristics into the construction, so as to give full play to the advantages of the region. On the other hand, in line with the basic principle of improving the overall outlook of rural areas and the happiness index of rural residents, the construction of beautiful villages is closely linked with people's lives. The real value of constructing beautiful villages can only be truly reflected by ensuring that these beautiful villages are consistent with people's expectations. From this point of view, building a beautiful village is not a difficult task for the local government and relevant departments, but it requires the villagers to participate and work together with the dream of sustaining the stable growth of rural economic construction. When carrying out the construction of beautiful villages, it is crucial to listen to the opinions of the masses, coordinate with the local residents, and enhance their enthusiasm for participation ^[12].

3.2. Adjusting measures to local conditions and reflecting local characteristics

Realizing rural revitalization and linking the construction of rural ecological civilization with economic benefits are the fundamental tasks of building a "beautiful countryside."

First of all, it is necessary to improve the rural economic system, adhere to the concept of "beautiful countryside," apply this concept to rural revitalization and construction, adjust measures to local conditions, make overall planning, as well as identify more growth points relating to rural economic interests ^[13].

Secondly, on the basis of fully understanding the new form of rural economy, targeted and characteristic development strategies should be formulated to assist in the realization of rural revitalization. For example, it is necessary to explore the rural tourism market and increase the added value beyond agriculture. With the increasing desire for spiritual civilization, growing closer to nature and "returning" to nature have become the goal of most people. People are now more willing to visit the countryside and enjoy the pleasure of contentment. Hence, rural planners should make full use of this resource through the planning and construction of organic gardens for picking or shared vegetable plantations, so that the acquaintances of urban residents can experience the joy of picking or planting while improving rural economic benefits ^[14].

Finally, it is imperative to raise the investment in the secondary industry and realize the industrialization and scale of agricultural products by attracting the investment of large-scale beverage and food processing and production enterprises, so as to form a unique rural economic chain.

3.3. Promoting the transformation and upgrading of agricultural modernization

At all times, agricultural production is the key link in the development of modern rural areas, the indispensable impetus for the development of rural economy, and the core element restricting national economic development. Therefore, based on the rural revitalization strategy, it is crucial to focus on agricultural development, promote agricultural transformation and upgrading, as well as effectively improve the development level of China's agricultural modernization in the optimization of rural economic development. In order to ensure the transformation and upgrading of agricultural modernization, it is necessary to consider the actual situation of each region, formulate an agricultural development strategy that matches the actual situation, so as to promote agricultural construction, adhere to looking at all problems from the perspective of development, and hire professional agricultural technicians to formulate scientific design, so as to maximize economic and social benefits. Secondly, with the help of modern agricultural science and technology and advantageous regional resources, characteristic regional agricultural projects should be designed, and an ideal agricultural processing enterprise should be established to realize the one-stop production chain of supply, production, and marketing, so as to ensure the sustainable development of the region. Finally, making full use of the developed network information resources and adjusting the agricultural industrial structure according to the social development pattern may

be beneficial in laying a good foundation for the transformation and upgrading of the agricultural industry [15].

3.4. Realizing the integration of rural natural and cultural heritage with tourism

Many rural areas have rich natural resources and cultural heritage. In order to effectively implement the rural revitalization strategy, it is necessary to integrate rural natural and cultural heritage with tourism, give full play to the advantages of local characteristic resources, and develop the cultural and tourism industry scientifically. On the one hand, promoting the aforementioned integration will not only provide more jobs for local residents and promote the construction of rural infrastructure and public service facilities, but also attract more talents to participate in the construction of rural revitalization. On the other hand, since the cultural and tourism industry has great economic and social value, the development of this industry will not only raise the popularity of rural areas and improve the utilization rate of local ecological resources, but also enhance the rural living standards and cultural quality [16].

3.5. Training talents on demand

In terms of talent training, it is necessary to train on demand and build a three-level talent training system: city, district, and township levels. First of all, the municipal leadership should design a plan to train up leading talents for the revitalization of rural construction, so that they can provide guidance for rural revitalization by using advanced production technologies and mature business philosophies. On the one hand, it is necessary to cultivate and retain high-end talents. On the other hand, it is also necessary to provide various advanced training opportunities or assign relevant personnel to visit the successfully revitalized villages, so as to improve their professional quality and accumulate experiences. With all kinds of top-notch talents available at the grassroots level in districts and towns, the grassroots departments should carry out the classification management of talents from various fields in line with the local situation and entrust them with important tasks, so that they can shine in their fields of expertise and contribute as much as possible to the realization of rural revitalization.

4. Conclusion

Under the new urbanization, the construction of beautiful villages should actively change the traditional inherent concept that man dominates nature and has control over nature to the pursuit of harmony between man and nature. This will not only ensure that the government adheres to the keynote of seeking victory in stability and establishing a solid concept of “green, coordinated, and sustainable development,” but also effectively narrow the gap between urban and rural development, achieve the goal of equalization of public services, as well as ensure that the legitimate rights and interests of farmers are not affected. With the increasing distinctive industries and innovative vitality injected into the construction of beautiful villages, it will certainly lay a good foundation for the realization of the rural revitalization strategy and the urban-rural integration goal.

Disclosure statement

The author declares no conflict of interest.

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