

The Inspiration of European Countries' Rural Value Orientation to China's Rural Revitalization

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Abstract: The economy of European countries developed rapidly after the Western Industrial Revolution, and the rural areas of European countries also experienced long-term failure and depression. In the process of urbanization construction, the rural construction also faced many problems. In particular, after the urbanization rate exceeded 50%, European countries took targeted measures to revitalize rural areas in response to many problems in rural development, promoting the development process of urban-rural integration. Especially in Europe in the value orientation in the process of rural construction, there are many worth learning and using for reference of experience, in this paper, the European countries value index selection of rural construction, and implementation of rural construction scheme under this value orientation^[1] research summary, draw lessons from the mature experience of the European countries rural construction, combined with China's national conditions related to rural revitalization of advice are put forward.

Keywords: European countries; China; Value orientation; Inspiration

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1. Problems encountered in the rural revival of European countries.

1.1. Europe has faced many problems in its rural revival, mainly in the following five areas

First, the development of urban and rural areas has become polarized. After the industrial revolution, urban development was rapid while rural development was stagnant, and the urban bias policy led to the widening gap between urban and rural areas. Secondly, population transfer has aggravated the contradiction between urban and rural development. The process of urbanization is accompanied by the massive transfer of rural population to cities, which also makes the problems of "urban disease" increasingly serious^[1]. Third, the rural living environment has deteriorated. This is mainly because the Second World War has caused serious damage to urban and rural areas in Europe, which makes many European cities and villages are rated as uninhabitable areas. Fourth, the expansion of cities and towns affected the development of the countryside. The infinite expansion of cities and towns will eventually cause the reduction of agricultural land, and the rapid development of cities and towns will make the development of cities and towns deformed, and also bring many negative effects on the development of rural agriculture and other industries. Fifthly, the problem of food security. On the one hand, the economic development of cities and towns will play a great role in weakening the development of agriculture, on the other hand, the impact of World War II on many rural areas was destroyed, which also largely affects the development of rural areas.

2. Value orientation of rural revitalization in European countries

2.1. General values of rural development in European countries

The general philosophy of European countries in rural construction can be generally summarized as follows:

- (1) Insist on ecology as the center. European countries regard the development of the countryside at the expense of ecology as a taboo, and in the process of building the countryside, they emphasize the “landscape and idyllic garden” type of layout, the natural beauty of the countryside, and the overall coordination of the landscape ^[2].
- (2) Pay attention to the protection of history and culture. The construction of the village fully considers the historical and cultural style, and the architecture of the village fully integrates the modern elements on the basis of preserving the historical and cultural characteristics, combining the historical and modernization well together ^[3].
- (3) The development of the village follows the concept of “post-modernization,” and the village is driven by modernization to the stage of post-modernization with the open space network as the core.

2.2. Value indicators for rural revitalization in European countries

After a long period of exploration, European countries have developed a set of indicators for evaluating sustainable rural development. This indicator system upholds the concept of “urban-rural life equivalence” and takes into full consideration the road indicators that are suitable for rural development in European countries (**Table 1**).

Table 1. Indicators of the value of rural vitalization in European countries

Types	Economic sustainability	Community public facilities and services	Sustainable development of society	Sustainable development of society	Natural resources	Ecological status
Content	Diversity, industrial structure, job opportunities	Road systems, public facilities, architectural spaces, open spaces	Community, health, community safety, equity and choice	Aesthetics, public spaces, cultural heritage, sense of community	Air, water, land, soil	Transportation energy, building energy, biodiversity, ecological cycle

3. Measures of rural revitalization in European countries under value indicators

3.1. Improve laws and regulations to provide active policies for rural revitalization

The achievements of European countries in rural development cannot be achieved without the regulation and control of increasingly perfect laws and regulations. The representative ones are: in 1947, Britain promulgated the Town and Country Planning Act, which firstly integrated urban and rural areas into one planning and construction at the legal level^[4]; in France, the leading role of village councils in rural construction and ecological protection was firstly clarified, and an urban construction permit system was established, consisting of three parts: urban planning permit, construction permit and demolition permit; in Germany, each state has formulated In Germany, each state has established a building code for individual buildings.

Under the guidance of this theme, the government has established a relatively complete rural policy system, which can be broadly summarized into the following two aspects: First, the rural housing policy

over a period of time. The second is the ecological protection policy.

3.2. Focus on infrastructure development

After World War II, the rural infrastructure of European countries was in a state of recession. In order to have a large population in rural areas, it is necessary to have a good infrastructure. In terms of road systems, rural communities are divided into three types of roads, paths and streets, and the function of each road is clearly defined. In terms of environmental protection, the toilets in the villages are in full compliance with modern urban standards ^[5]. In terms of safety facilities, fire hydrants are installed at each household and key points in the community.

3.3. Emphasis on rural spatial planning and historical heritage

In European countries, the spatial layout of the countryside is also based on a rational overall layout and specific planning with full consideration of green ecological orientation. In terms of plan layout, the countryside generally consists of green open spaces and courtyard green areas; in roads, rivers and other spatial corridors, green networks are also used to connect open spaces. In terms of vertical space, in order to preserve the visual effect of the original church and some green trees, the overall building height is required to be no more than 10 meters. European countries also have strict controls on the degree of development in the countryside, and strictly control the building volume ratio. The specific development mode is infill redevelopment, and the development plan of the village takes into account the carrying capacity of the village ^[6]. All the buildings in the villages are designed according to the local historical style, adopting a visual effect and retaining the original regional characteristics.

3.4. Overall construction highlighting natural ecology

The planners uphold the concept of ecological civilization construction and use the open space network as the guiding layout model, first making a good overall construction of the open space network, followed by determining the village development model and the specific location of the village. The destruction of natural resources is strictly forbidden, and farmland is a special protection object. The location of the houses is mostly laid out in a natural way according to the mountainous terrain ^[7], and the height is naturally staggered. Roads are designed in a harmonious way, following the direction of the natural drainage path of rainwater.

4. Thinking about the path of China's rural revitalization

4.1. Rural revitalization must be preceded by planning and legal constraints

For a long time, China's rural construction has lacked specific planning, and there are few relevant laws and regulations. Therefore, it is imperative for the country to have a set of planning for rural revitalization, insist on planning before construction, and effectively play the guiding role of planning in rural construction; introduce sound laws and regulations for rural construction, introduce effective laws and regulations for rural development and protection, and strictly regulate rural construction activities; do a good job in coping with the massive transfer of rural population to cities ^[8]. According to the relevant statistics, more than 300 million farmers will need to enter the cities in the next 20 years, and the large-scale population transfer requires the top-level design of the dual urban-rural household registration system and the free movement of residents.

4.2. Rural revitalization must be guaranteed by a complete infrastructure

At present, the infrastructure construction of rural areas in China is still very backward, which greatly restricts the implementation of rural revitalization. From the experience of rural construction in European

countries, the backwardness of rural infrastructure is the “bottleneck” of rural revitalization, and the construction of rural infrastructure should be given an important position. Compared with European countries, there is a big gap in the underground drainage system and sanitation facilities in China ^[9], which makes it impossible for farmers to fundamentally solve the water supply and drainage problems when remodeling or building new houses. Moreover, it is because of the failure to keep up with sewage treatment facilities that rural industries have developed in the past decades at the heavy cost of sacrificing the ecological environment. Therefore, the current rural revitalization should take the lead in building good infrastructure to create a good development environment for rural production and life.

4.3. Countryside construction should be accurately positioned to highlight the characteristics

The key to the revitalization of the countryside in European countries is to accurately grasp the positioning of rural development. From the development of developed European countries, when the development of the countryside highlights the urbanization process too much, the development of the countryside will easily become deformed. At present, many places in China adopt the concept and method of urban planning to plan rural areas, which is seriously detached from the reality of rural production and life, and has caused serious damage to the natural landscape and cultural deposits formed in the countryside for a long time. Therefore, the key to rural revitalization lies in the accurate positioning of the construction and development of villages and towns ^[10]. The core of construction is to adapt to the local conditions, respect the original rural characteristics, achieve the comprehensive integration of functions and characteristics, and refuse to have one side of a thousand villages.

4.4. Rural revitalization cannot ignore ecological environmental protection

No form of development can ignore the construction of ecological civilization, and the harmony between human and nature is the inevitable destination of human civilization development. To a large extent, the promotion of rural revitalization still needs to consider economic development, and economic development often neglects the protection and construction of ecological environment ^[11]. At present, the construction of ecological villages and towns in China focuses on environmental protection and improvement, and lacks comprehensive and in-depth consideration of the spatial layout, spatial structure and ecological ethics of land in the countryside. The rural revitalization of European countries has fully taken into account the development requirements of the era of ecological civilization and adhered to the direction of green ecological development, which has led to the rural scenery of European landscapes and idylls, which provides a good reference template for China’s rural revitalization.

4.5. Rural revitalization requires innovative development models

The development model of China’s rural revitalization should take two points into full consideration. The first one is to delineate the scope of farmland protection zone, this is to make the agricultural land not affected by the construction of the countryside, agriculture is the fundamental of the countryside and must be protected in the strictest way ^[12]. The second is to delineate the boundaries of village expansion, which can prevent the blind construction of villages and towns on the one hand, and make the construction land in rural areas to be used intensively and prevent the waste of rural construction land on the other. We can learn from the infill development model of European countries, which maintains the long-term stability of arable land resources and lays a solid foundation for the country’s food security. China can also learn from the experience of European countries’ compact development model of rural construction and draw the boundary of village expansion.

5. Conclusion

This paper focuses on the analysis of the value orientation of rural construction in European countries, examines the problems encountered in the process of rural construction in European countries, analyzes the value orientation indicators of rural construction in European countries from a macro perspective, as well as the effective rural construction experiences adopted by European countries in the framework of this value orientation, and finally takes into account the positive rural revitalization measures that can be taken in China's own situation. Generally speaking, European countries have chosen the concept of sustainable development in their rural construction, showing the characteristics of "landscape and idyllic garden" style, historical and cultural construction style, and "post-modernization" development trend. It has accumulated rich experience in public policy, spatial planning, community-based infrastructure construction, cultural inheritance, ecological ethics and financing mechanism. For the rural revitalization strategy being implemented in China, the practical experience of rural revitalization in developed European countries is worth learning from the following aspects:

- (1) Rural revitalization must be preceded by planning and legal constraints.
- (2) Rural construction must be accurately positioned and highlighted.
- (3) Rural construction must be accurately positioned and highlighted.
- (4) Rural revitalization must pay attention to the protection of ecological environment.
- (5) Rural revitalization must be innovative in development mode.
- (6) Rural revitalization must expand financing channels.

Disclosure statement

The author declares no conflict of interest.

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