

# Research on Rural Revitalization Strategy from the Perspective of High-quality Development

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[**Abstract**] Rural Revitalization is one of the important development strategies of China at present, and a necessary link to build China into a modern socialist country in an all-round way. From the perspective of development, this paper analyzes the significance, current situation and problems of Rural Revitalization, and puts forward the strategic direction and countermeasures of strengthening Rural Revitalization. Specifically, we should pay attention to the development of characteristic industries and improve the level of infrastructure construction, optimize the mechanism of talent introduction and cultivation, strengthen the construction of policies and regulations system, promote the organic connection between rural and urban areas, and promote the construction of rural modernization. At the same time, we should strengthen organizational leadership, implement responsibilities and strengthen publicity and guidance to comprehensively improve the quality and efficiency of Rural Revitalization.

[**Key words**] Rural Revitalization; development perspective; characteristic industries; rural modernization

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Rural Revitalization is one of the important development strategies of China at present, and a necessary link to build China into a modern socialist country in an all-round way. The realization of Rural Revitalization is of great significance to enhance national competitiveness, improve the lives of rural residents, and promote the integration of urban and rural development. However, current Rural Revitalization still faces some difficulties and challenges, such as the single rural economic structure, the low level of infrastructure construction and agricultural technology, the serious brain drain and so on. Therefore, from the perspective of development, this paper analyzes the significance, current situation and problems of Rural Revitalization, and puts forward the strategic direction and countermeasures of strengthening Rural Revitalization.

## 1 Research background

With the rapid development of China's economy and the acceleration of urbanization, the development gap between urban and rural areas has gradually widened. In order to achieve the goal of building a modern socialist country in an all-round way, the Chinese government has put forward the Rural Revitalization Strategy. The Rural Revitalization Strategy is an important measure to realize the coordinated development of urban and rural areas and promote modernization. From the perspective of high-quality development, the goal of Rural Revitalization Strategy is not only to simply promote rural economic growth, but also to improve the quality of production and life, and happiness of rural residents, so as to achieve coordinated urban and rural development and common prosperity of the people. Therefore, Rural Revitalization needs to take into account ecological, cultural, social and other factors, and promote the effective implementation of Rural Revitalization Strategy by establishing the concept and mechanism of high-quality development. In the process of implementing the Rural Revitalization Strategy, the issues that need attention include: the improvement of rural governance and public services, the structural adjustment of agricultural industry, the increase of farmers' income, the introduction and cultivation of rural talents, and the strengthening of rural infrastructure construction. The solution of these problems needs the cooperation of the government, enterprises, social organizations and other parties to achieve the long-term sustainable development of Rural Revitalization. Therefore, the Rural Revitalization Strategy from the perspective of high-quality development is an important way to achieve the goal of building a modern socialist country in an all-round way, which requires the cooperation of the government, enterprises, social organizations and other parties to jointly promote the effective

implementation of the Rural Revitalization Strategy.

Rural Revitalization is one of the important strategies for China's development, and a necessary path to achieve high-quality development. The background of implementing Rural Revitalization is as follows: first, the rural population has decreased and the labor force is in short supply. With the acceleration of urbanization, the rural population continues to decrease, leading to the shortage of agricultural labor force, and the level of agricultural production is limited. Second, the rural development is unbalanced: the development of different regions and villages is unbalanced. In some areas, the economic development is slow, the rural infrastructure is weak, and the income level of farmers is low. Third, the gap between urban and rural areas has widened: the gap between urban and rural areas has gradually widened, the number of rural poor people is large, and social security, health care, education and other public services are relatively insufficient. Fourth, national strategic needs. The state has put forward the importance of strengthening Rural Revitalization in many fields such as economy, society and ecology, strengthening the construction of rural economy, society, culture and ecology, accelerating the process of rural modernization, and promoting the implementation of Rural Revitalization Strategy.

## **2 Significance of Rural Revitalization**

Rural Revitalization is an important strategy in China at present. It is of great significance to realize the coordinated development of urban and rural areas, and promote the development of modern agriculture, the production and living standards of rural residents, the flow of population and resources between urban and rural areas, the construction of ecological civilization, and the realization of the national goal of building China into a modern socialist country in an all-round way.

### **2.1 Promote the integration of urban and rural development**

Rural Revitalization is a necessary condition to promote the development of urban-rural integration. With the accelerating process of urbanization, the relationship between cities and villages is increasingly close. Therefore, promoting Rural Revitalization is to promote the organic connection between cities and villages, and the integrated development of urban and rural areas. First, promote the complementary development of urban and rural economies: there are many complementarities between rural and urban economies. The implementation of Rural Revitalization Strategy can promote the interactive development of rural industry and urban industry, and the complementary and coordinated development of urban and rural economy. Second, promote the flow of population and resources: Rural Revitalization can promote the flow of population and resources between urban and rural areas, and realize the optimization of resource allocation and the maximization of benefits. Third, promote cultural exchanges between urban and rural areas: Rural Revitalization can promote cultural exchanges between urban and rural areas, common development and inheritance of urban and rural culture, and harmonious development of urban and rural society. Fourth, promote the co-governance of urban and rural environment: Rural Revitalization can promote the co-governance and protection of urban and rural environment, and realize the virtuous cycle and sustainable development of urban and rural environment. Fifth, promote the equalization of urban and rural education, health care and public services: Rural Revitalization can promote the equalization of urban and rural education, health care and public services, improve the production and living standards of rural residents, and realize the common prosperity of urban and rural residents.

### **2.2 Enhance national competitiveness**

Rural Revitalization is also very important to enhance the competitiveness of the country. The rural area is the most populous area in China, and its economic development has a decisive impact on the development of the whole country. Therefore, Strengthening Rural Revitalization can improve the overall level of China's economy and international competitiveness. First, improve the level of rural economic development. Rural Revitalization can promote rural economic development, industrial upgrading and innovative development, and improve the competitiveness of rural economy. Second, increase domestic market demand. Rural Revitalization can promote the development of rural consumption and service industry, increase domestic market demand and expand the scale of domestic market. Third, improve the quality and skills of the rural population. Rural Revitalization can improve the quality and skills of rural population, and the competitiveness of rural human resources. Fourth, promote scientific

and technological innovation and talent flow. Rural Revitalization can promote scientific and technological innovation and talent flow, and increase the competitiveness of national science and technology and human resources. Fifth, promote the optimization of resource allocation. Rural Revitalization can promote the sharing and optimal allocation of resources between urban and rural areas, and improve resource utilization efficiency and competitiveness.

### **2.3 Improve the lives of rural residents**

Rural Revitalization can improve the living standard of rural residents, as well as their income level and quality of life. By strengthening rural infrastructure construction and developing rural industries, rural residents can enjoy better public services such as education, health care and transportation, thus improving their quality of life. First, the improvement of infrastructure construction. Rural Revitalization can strengthen infrastructure construction, such as the construction of roads, the deployment of water pipelines, the construction of health clinics, etc., to improve the living conditions of rural residents. Second, the improvement of income level. Rural Revitalization can promote agricultural modernization, rural industrial transformation and upgrading, improve the income level of farmers, and improve the quality of life of rural residents. Third, the improvement of public service system. Rural Revitalization can strengthen the construction of rural public service facilities, including education, medical treatment, culture and other aspects, and improve the education level and cultural quality of rural residents. Fourth, the development of industrial poverty alleviation. Rural Revitalization can strengthen rural industrial poverty alleviation, promote poverty-stricken areas and poor people to get rid of poverty and become rich, and improve the living conditions of rural residents. Fifth, the protection of a healthy environment. Rural Revitalization can strengthen environmental protection and governance, improve the living environment of rural residents, and improve the health level of rural residents. Sixth, the improvement of the social security system. Rural Revitalization can strengthen the construction of social security system, ensure the basic life and medical security of rural residents, and improve their social welfare level.

## **3 Problems and challenges faced by Rural Revitalization**

Rural Revitalization is an important strategy for China's economic development, which aims to promote rural modernization and improve the lives of rural residents. Although some progress has been made in the process of implementing the Rural Revitalization Strategy, it still faces some problems and challenges.

### **3.1 Single structure of rural economy**

At present, the economy of many rural areas mainly relies on traditional agriculture and low-end manufacturing, lacking the support of emerging and high-tech industries. This leads to a single structure of rural economy, which is difficult to meet the needs of modern economic development.

### **3.2 Lack of funds and talents**

Rural Revitalization needs a lot of funds and talents, which are still seriously insufficient for the construction of rural infrastructure and public service facilities. Especially in some poor areas, the shortage of funds and talents is more prominent. Therefore, more measures should be taken to strengthen the guidance and support of rural funds and talents, and encourage social forces to participate in Rural Revitalization.

### **3.3 Difficulty in land circulation and property right system reform**

Rural land circulation and property right system reform are important components of Rural Revitalization, but due to the existence of the traditional separation system of land ownership and management rights, land circulation and property right system reform are facing great difficulties. To better solve ownership, circulation, mortgage, transfer and other issues of rural land, the government is required to strengthen management and supervision, as well as the active participation of farmers.

### **3.4 Aging of rural population and brain drain**

With the acceleration of urbanization, the aging of rural population and brain drain are becoming more and more prominent. This will not only lead to the lack of talent support for Rural Revitalization, but also have a significant impact on agricultural production and rural economy. Therefore, more measures should be taken, such

as guiding rural young talents to return home and start businesses, establishing a sound rural social security system, and promoting modern agriculture, to fundamentally solve the problem of brain drain in rural areas.

### **3.5 Inadequate rural infrastructure and public service facilities**

The construction of rural infrastructure and public service facilities is an important part of rural revitalization, but at present, it still lags behind, and there are many weak links, such as the construction of transportation, communication, health, education and other facilities. Therefore, the government needs to increase investment, strengthen the construction of infrastructure and public service facilities, and improve the level of rural infrastructure and public service facilities.

### **3.6 Traditional ideas and cultural barriers**

Traditional concepts and culture are an important part of rural society, but they will also hinder the revitalization of rural areas. For example, farmers in some areas still maintain the traditional mode of production and management, which is difficult to meet the needs of modern agricultural production and management. Therefore, it is necessary to guide them to gradually change their traditional concepts and culture, and improve their scientific and technological level and modern management ability.

### **3.7 Widening gap between urban and rural areas**

In the implementation process of Rural Revitalization, the widening gap between urban and rural areas is a problem that cannot be ignored. The investment and development speed of some cities and developed areas far exceeds those of rural areas, and the imbalance between urban and rural development still exists. Therefore, more measures should be taken to narrow the gap between urban and rural development, establish a coordinated development mechanism between urban and rural areas, and promote the integration of urban and rural development.

### **3.8 Low level of agricultural technology**

Although China's agricultural technology has been greatly improved, the level of agricultural technology in some rural areas is still relatively low. As a result, the production and quality of agricultural products in some rural areas cannot be effectively improved, limiting the development of rural economy.

## **4 Strategic direction and countermeasures of strengthening Rural Revitalization**

With the advancement of China's modernization drive, Rural Revitalization has become one of China's important strategic tasks at present and in the future. The implementation of the Rural Revitalization Strategy is of great significance for accelerating rural modernization, promoting the integration of urban and rural development, improving farmers' living standards and well-being, and achieving high-quality development.

### **4.1 Accelerate the transformation and upgrading of rural industries**

The core of Rural Revitalization is to build a diversified and efficient agricultural industrial system. In the context of high-quality development, it is necessary to further strengthen the support and guidance of rural industries, promote the transformation and upgrading of rural industries, and accelerate the development of emerging and high-tech industries. First, optimize the rural industrial structure and promote agricultural modernization. In terms of industrial development, we should strengthen market research and analysis, improve the quality and efficiency of agricultural supply, cultivate and develop modern agriculture, and promote the construction of agricultural science and technology, and informatization. Second, strengthen the construction of the rural collective economy and farmers' cooperatives. We can promote the diversification and intensification of rural economy and increase farmers' income through the development of rural tourism and characteristic industries. Third, promote the development of new business entities. We can promote the supply side reform of agriculture and improve the competitiveness of the rural economy by promoting the development of new business entities such as family farms and farmers' cooperatives.

### **4.2 Strengthen infrastructure construction**

Infrastructure construction is an important guarantee for Rural Revitalization. In the context of high-quality development, it is necessary to strengthen the investment in rural infrastructure construction, promote the

transportation and informatization level in rural areas, and improve the quality of life and happiness of rural residents. First, strengthen the construction of rural roads. For rural roads, investment and support should be increased, construction should be accelerated, and the level of rural transportation should be improved, thus facilitating the travel of rural residents. Second, improve the construction of rural power and communication facilities. We will increase investment in and transformation of rural power grids and communication facilities, expand network coverage, and improve the living convenience and information access ability of rural residents. Third, accelerate the construction of rural water supply, gas supply, heating and other public facilities. By strengthening the construction of rural water supply, gas supply, heating and other public facilities, we will improve rural living conditions and the quality of life of rural residents.

#### **4.3 Promote the integrated development of urban and rural areas**

The integration of urban and rural development is an important direction of Rural Revitalization. In the context of high-quality development, it is necessary to promote the integration of urban and rural development, and accelerate rural modernization. First, promote the development of urban-rural integration. By improving urban and rural planning and building urban and rural transport hubs, we will strengthen urban-rural links and promote the integrated development of urban and rural areas. Second, encourage urban enterprises to enter the countryside. Through preferential policies and tax incentives, urban enterprises are encouraged to enter the countryside, develop the rural economy and improve the living standards of rural residents. Third, promote the urbanization of rural population. By promoting the urbanization of rural population, we can promote the transfer of rural population to cities and towns, relieve the pressure of rural population, and promote the optimal allocation and utilization of urban and rural resources.

#### **4.4 Promote the return of talents and improve the level of agricultural technology**

We need to increase investment and support in agricultural science and technology, promote advanced agricultural production technology and management experience, improve the yield and quality of agricultural products, and promote the development of rural economy. First, strengthen talent introduction and promote talent return. Rural Revitalization needs a large number of talents, especially those with modern agricultural technology and management knowledge. Therefore, the introduction of talents should be strengthened through policies, funds and other means to provide strong talent support for Rural Revitalization. We should establish a talent introduction mechanism. Through policies, funds and other means, we should actively introduce excellent talents at home and abroad to the countryside, establish a long-term and stable introduction mechanism, and provide talent security for Rural Revitalization. We should improve the benefits of talents by increasing compensation and welfare support for rural talents, improve the benefits of rural talents, and encourage more talents to return to the countryside. We should create an environment suitable for living and working. By building high-quality ecological environment, infrastructure and public service facilities, we will create a rural environment suitable for living and working, and attract more talents to return to the countryside. Second, strengthen the research and popularization of agricultural technology. The improvement of agricultural technology is not only an important support for rural revitalization, but also the key to achieve high-quality agricultural development. Therefore, it is necessary to strengthen the research and popularization of agricultural technology and promote the progress of agricultural science and technology, and agricultural modernization. We should strengthen agricultural science and technology research and improve the level of agricultural technology by increasing capital investment, establishing scientific and technological innovation mechanism, and promoting the transformation of scientific and technological achievements. We should strengthen the popularization of agricultural technology by establishing agricultural technology demonstration base, carrying out agricultural technology training, strengthening technical guidance and consultation for farmers and other means, so that more farmers can benefit from scientific and technological progress. We should promote agricultural intelligence, which has become the trend of agricultural development with the continuous development of science and technology. We should actively promote the application of agricultural intelligent technology, improve the efficiency and quality of agricultural production, and promote the process of agricultural modernization. Third,

cultivate new forms of business in rural areas and increase employment opportunities. Rural Revitalization needs continuous innovation, to cultivate new agricultural formats and industries, provide more employment opportunities for farmers and increase sources of income. We should encourage entrepreneurship and innovation. By establishing entrepreneurship and innovation support policies, and entrepreneurship and innovation bases, we will encourage more people to start businesses in rural areas and cultivate new agricultural formats and industries. We should strengthen the development of rural tourism. By creating unique rural tourism products and services, we can attract more tourists and promote rural economic development. We should promote the construction of agricultural products processing and e-commerce platforms, which allows us to improve the added value of agricultural products and increase farmers' income.

#### 4.4 Strengthen rural governance and public services

From the perspective of high-quality development, it is very important to strengthen rural governance and public services. First, promote the modernization of rural governance. We will strengthen rural autonomy, the rule of law, democracy and social development, promote farmers' autonomy, and improve farmers' participation and self-management ability. At the same time, we should strengthen the openness of village affairs, the supervision of rural grassroots power, and implement the accountability of rural leading cadres. Second, strengthen infrastructure construction. Improve the level of rural public infrastructure construction, including roads, bridges, water supply, power supply, communication and other aspects, and promote rural modernization. In addition, we will strengthen the construction of public service facilities in rural areas such as medical care, education and culture, and improve the quality of life and well-being of rural residents. Third, strengthen environmental protection. Strengthen rural environmental protection, protect rural ecological environment, and improve farmers' awareness of ecological civilization. At the same time, we should strengthen the work of rural waste classification, waste treatment, environmental monitoring and other aspects to achieve the sustainable development of the rural environment. Fourth, improve the intelligent level of rural governance and public services. We should use advanced information technology to realize the intelligent management of rural governance and public services, and improve the efficiency and quality of rural social management.

#### Conclusion

To sum up, Rural Revitalization is one of the important tasks of China's modernization drive. In the context of high-quality development, measures such as accelerating the transformation and upgrading of rural industries, strengthening infrastructure construction, and promoting the integration of urban and rural development will help to achieve rural revitalization, promote rural modernization, and improve farmers' living standards and well-being. Rural Revitalization is the only way for China to achieve high-quality development, which requires the joint efforts of the government, enterprises and all sectors of society to strengthen cooperation and achieve the development goal of urban-rural integration and comprehensive modernization.

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