

# Research on Beautiful Countryside Construction Based on Rural revitalization

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**Abstract:** Through literature review, this paper summarized relevant theories of rural construction and rural revitalization at home and abroad, sorted out and defined related concepts such as beautiful rural areas, beautiful rural landscape and rural industries, and on this basis explained relevant theories of rural industry and beautiful rural construction. Theoretical analysis combined with interpretation of classic cases at home and abroad. The ideas and methods for the construction of beautiful rural areas based on rural revitalization are drawn.

**Keywords:** Building a beautiful countryside, Rural revitalization.

Response of Vegetation Index to drought Change in Weibei Arid tableland, China (DJNY2022-19)

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## 1. Foreword

With the significant improvement of people's living standards, both urban and rural areas are developing continuously. However, urban development is still faster than rural areas. In order to narrow the gap between the rich and the poor and realize well-off society in an all-round way at an early date, rural construction must be strengthened. If China wants to be rich, its farmers must be rich. For China to be beautiful, the countryside must be beautiful. To build a beautiful China, we must build a 'beautiful countryside'. In 2017, the 19th National Congress put forward the strategy of "rural revitalization" for the first time. The policy calls for improving the mechanism and system of urban-rural integration, promoting the transformation and development of urban and rural industrial structure, and striving to catch up with the pace of cities.

## 2. Connotation and Significance of Beautiful Countryside

Now, in the context of the rural revitalization strategy, new connotation has been given to the planning and development of rural industries. It is necessary to clarify the direction of urban and rural planning services and make comprehensive planning and overall planning. At present, the connotation of rural industrial planning is mainly reflected in three aspects: First, "beautiful landscape", which is the core of rural industrial planning and development, and also the logical starting point to fully respond to "clear water and lush mountains are gold and silver mountains" and promote rural economic development. The second is "better life", mainly through improving the rural ecological environment, promoting the development of rural industries, and promoting the better improvement of rural life. The third is "beautiful economy", which is the key link between the two. The "beautiful economy" is based on the modern agricultural industry, and on this basis, relying on the Internet information

technology, further derived more industries, such as rural e-commerce, rural tourism and other rich industrial situation. In terms of development, the above-mentioned industries are driven by urban residents' desire for rural production and life style, rural life experience, and the need to be close to nature. They successfully connect rural industries with cities, guide urban economy and talent flow into rural areas, and further narrow the gap between urban and rural areas.

The key points and difficulties in building a beautiful China lie in rural areas, as does poverty. Beautiful rural areas are not only the basis and premise for building a beautiful China, but also a new project and carrier for promoting ecological civilization and building a new countryside. At the same time, rural scenery and rural culture is a unique landscape of our country, so do the beautiful rural construction, on the basis of retaining the original rural landscape to make a better planning and design scheme, for the original poverty-stricken villages and counties, beautiful rural construction should consider getting rich and rural revitalization. We should also pay attention to the effective use of ecological resources, the harmonious coexistence between man and nature, the transformation of agricultural development patterns and the sustainable development of rural areas. Under the background of rapid industrialization and urbanization, beautiful countryside industry planning has important practical value for hollow village renovation, rural space reconstruction, living environment improvement, urban-rural gap narrowing and urban-rural integration development. At the same time, the standardized development of rural industries is a realistic choice to promote the transformation and upgrading of rural industries. Rational industrial planning is helpful to promote the optimization of industrial structure and industrial development, promote rural economic growth, improve farmers' income level, guide farmers to get rid of poverty and get rich, and realize rural revitalization smoothly. Therefore, it is necessary to actively explore the standardized development of rural industry, which has important practical significance for promoting the revitalization and development

of rural exhibition.

### 3. Research on the Construction of Beautiful Countryside at Home and Abroad

There are also many successful cases in domestic and foreign studies. In South Korea, the "Saemaeul Movement" has been implemented since 1970, aiming to reform agriculture, change rural areas and reform farmers. At present, South Korea has become one of the countries with fast urbanization development and high urbanization rate in the world. German "Bavarian experiment", special emphasis on village (community) social development and environmental construction, to ensure balanced development; Take "land consolidation" as the most important work in village development. French rural development model [8], government-led modern agricultural development and rural construction road; We will focus on rural infrastructure development and implement agricultural subsidy policies. We will improve the systems for agricultural research, education, and training, and the system for socialized agricultural services.

For example, the village of Folidner in Germany makes the original hollow village carry out rural renewal and obtain regeneration. Located in the picturesque Rhineland region of western Germany, the village of Foldner is within 20km of the surrounding major cities of Dusseldorf and Essen. The present situation of the village has very few people live, so that the rural industrial economy has shrunk. In view of this phenomenon, under the background of rural renewal plan, hollow rural characteristics are used to develop the elderly care industry and build the elderly care village. Make it a comprehensive service base that accommodates a variety of social service facilities. The village contains basic facilities such as apartments, supermarkets and dating agencies, as well as nursing, psychiatric treatment and intensive care. The old-age care function and rural integration, so that rural industrial economy to achieve recovery, conducive to the further development of rural.

The Anji model is the beginning of building a beautiful countryside in China. "Anji Model" was proposed by Anji County, Zhejiang Province in 2008 in the construction of new countryside, taking the construction of ecological civilization as the premise and the goal of creating a beautiful Chinese countryside with strong agriculture, beautiful countryside, rich farmers and harmonious development between urban and rural areas. In the relatively developed areas such as the eastern coastal areas, it is characterized by obvious industrial advantages and characteristics, high level of industrialization, the realization of agricultural production cluster, agricultural scale management, the continuous extension of agricultural industrial chain, industrial driving effect is obvious. Jiangwan Town in Wuyuan County of Jiangxi Province, which is characterized by tourism and leisure tourism, is rich in tourism resources. In recent years, it has actively developed rural tourism, focused on building a demonstration town of rural tourism, promoted the organic combination of rural tourism with agriculture, farmers and rural development, and made farmers who are the main participants in rural tourism become the beneficiaries. These areas, combined with the actual situation, develop the appropriate model, promote the development of rural economy.

### 4. Current Situation Analysis

Rural revitalization is facing multiple challenges. First, in terms of industry, the development of industries is monotonous. No village has one product. The overall quality is not high, the industrial development fund support is insufficient, the agricultural technical personnel is very short. Village collective economic income is single, with less unstable and sustainable income channels, land indicators and other restrictions. Agricultural risk resistance is low. The second is ecological. Planning guidance is not enough. Rural planning operation is not strong, there is no complete planning. Beautiful countryside to create atmosphere is not strong. Rural environmental improvement needs to be improved. Squalor still exists in the villages. Rural garbage, sewage, toilet control project lack of professionalism. Third, talent revitalization. There is a serious shortage of talents in rural areas, basic organizations are chronically short of young talents, agricultural technology service teams are weak, and there are no technicians with higher skills to support industrial development. Fourth, cultural revitalization. Compared with the past, the rural cultural life has been greatly improved, but the rural cultural life is still lacking.

While implementing the construction of beautiful countryside, "rural revitalization" is a necessary foundation. While promoting the "new urbanization", some people are below the "average living level". Under this background, it is more urgent to discuss the practical significance of beautiful rural construction.

The problem of beautiful countryside construction has a strong policy orientation in its research direction, and the recent achievements have increased rapidly. The study in the field of beautiful rural construction mainly focuses on the aspects of theory, practice and reference of foreign experience. It mainly focuses on the current situation, construction mode, policy proposals, institutional innovation and other practical topics in the aspects of economy, management, urban and rural planning and culture. Or related to the theoretical basis of the construction of beautiful countryside, evaluation index system and related mechanisms, but the existing research on beautiful rural landscape is a little weak, few truly solve the long-term development of rural problems.

### 5. Conclusion

After the rural revitalization strategy was put forward, the necessity of beautiful countryside construction as an important part of the rural revitalization has been enhanced, and compared with the original, there is more theoretical support, and the system is more complete. The construction of living environment in rural vitalization coincides with the construction of beautiful countryside in many ways, and the ecological, cultural and industrial revitalization of rural vitalization strategy cannot be separated from the beautiful countryside. As the carrier for the implementation of the rural revitalization strategy, beautiful countryside can better improve the efficiency and quality of construction under the guidance of the rural revitalization strategy system. Industrial revitalization is the material basis and development basis of rural revitalization, and rural industry is the power guarantee for the construction of beautiful countryside, so the construction of beautiful countryside based on rural industry has long-term sustainable value. With the moderate scale of land management has gradually become the mainstream direction of rural development, the rural area construction

mode is also in line with the beautiful rural construction and industrial construction measures. Therefore, with the guidance and support of current national and local policies for rural development, and facing various problems in current rural construction practice, how to combine industrial revitalization strategy and area construction concept to jointly help rural revitalization in the soil of "beautiful countryside" is a topic worth studying.

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