

Research on Urban and Rural Integrated Development Strategies in Villages and Towns

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Abstract: Integrated development of urban and rural areas is an important strategic goal of building a modern socialist country in an all-round way, and also a key path to promote coordinated development between urban and rural areas and promote rural revitalization. As an important part of rural economic and social development, villages and towns play the core role of the gathering place and service center of rural industries, and also play an important role as the bridge and link in the integration of urban and rural areas, and undertake the important mission of connecting urban and rural areas. This paper aims to explore the urban and rural integration development strategies of villages and towns, from the theoretical basis, current situation analysis to challenges and response, as well as policy support, industrial development, infrastructure construction, social undertakings development and other aspects of comprehensive research, according to the challenges and difficulties of villages and towns of urban and rural integration, targeted development strategies and suggestions. It aims to support the industrial development of rural areas, improve the infrastructure construction, and enhance the level of social undertakings, so as to promote the integrated development of urban and rural areas in villages and towns, and promote the implementation of the rural revitalization strategy.

Keywords: Villages and towns, Urban-rural integration, Rural revitalization, Integrated development strategy.

1. Introduction

The imbalance and inadequacy of urban and rural development has always been a bottleneck in China's social and economic development, especially at the village level, the gap between urban and rural areas is large, and the contradiction between urbanization and rural revitalization is more prominent. In recent years, with the promotion of China's urban-rural integration development policy, the integration of urban-rural development in villages and towns has gradually become an important path to solve the imbalance between urban and rural development. The integrated development of urban and rural areas means the mutual integration and coordinated development of cities and villages in terms of economy, society and environment. It emphasizes the interaction and coordination between cities and villages, promotes the optimal allocation of resource elements, the optimization and upgrading of industrial structure, the orderly guidance of population flow, and the common protection of ecological environment, and realizes the common prosperity and sustainable development of urban and rural areas.

2. The Theoretical Basis of Urban-rural Integrated Development

2.1. Concept and connotation of urban-rural integration

Urban-rural integration refers to a development model in which urban and rural areas blend together and depend on each other in economic, social and environmental aspects, so as to realize complementary advantages and common development. The traditional urban-rural dual opposition development model has gradually been unable to meet the needs of social and economic development, and urban-rural integration has become an important strategy to promote the sustainable and healthy development of China's economy. The connotation of urban-rural integration mainly includes

three aspects: economic integration, social integration and ecological integration. First of all, economic integration requires the integration of urban and rural economies, to realize the interconnection of industrial chain, value chain and supply chain, and to promote the transformation and upgrading of rural economy and the sustainable development of urban economy. Secondly, social integration requires the integration of urban and rural social resources, eliminates the restrictions of urban and rural household registration system, and makes migrant workers and rural residents enjoy the same social security and public services as urban residents in cities. Finally, ecological integration requires the integration of urban and rural ecological environments, promote the common development of resource utilization and environmental protection, and realize the ecological balance and sustainable development between urban and rural areas.[1]

2.2. The significance and value of urban-rural integrated development

The integrated development of urban and rural areas is of great significance and value. It is a strategic measure to promote the sustainable development of China's economy and society. First, the integrated development of urban and rural areas can promote the optimal allocation of resources. Through urban and rural connectivity, the flow and allocation of resource elements can be realized, the efficiency of resource utilization should be improved, and total factor productivity will be promoted. Second, integrated urban-rural development can narrow the gap between urban and rural areas and promote the common prosperity of urban and rural residents. We will improve rural infrastructure and public services, raise farmers' incomes, and promote balanced development of urban and rural incomes. At the same time, integrated urban and rural development can also achieve sustainable development. We will promote ecological protection and environmental governance, achieve resource recycling and ecological balance, and promote sustainable economic and social development. Finally, the urban-rural

integrated development is an important way to realize the rural revitalization strategy. By promoting the transformation and upgrading of the rural economy, we will improve the living standards of farmers and promote rural revitalization.[2]

2.3. The theoretical framework of urban-rural integrated development

The theoretical framework of urban-rural integration development is the basic system for the study of urban-rural integration, covering multiple levels. First of all, policies and regulations are an important guarantee for the integrated development of urban and rural areas. The study of integrated urban and rural development requires an in-depth analysis of relevant policies and regulations, including the planning documents, development plans and relevant policy documents of the central and local governments. Secondly, the economic and social level is the core content of urban-rural integrated development. To study the relevant theories of urban and rural economic integration and social integration, including industrial integration, population mobility, equalization of social public services and other issues. Third, the environmental and ecological level is an important support for the integrated development of urban and rural areas. To study the relevant theories of urban and rural ecological integration, including resource utilization, environmental governance, ecological protection and other issues. In addition, urban and rural planning is also an important factor to consider in the integrated development of urban and rural areas. We will integrate urban and rural planning, coordinate urban and rural development, and promote integrated urban and rural development. These theoretical basis and research framework provide necessary analysis ways and research ideas for the deep study of urban-rural integrated development.

3. Analysis of the Status and Role of Urban and Rural Integration of Villages and Towns

3.1. The historical evolution and current situation of village and town development

As a crucial key node in urban-rural integration, the development process of villages and towns has experienced a long and complex historical process. Especially in the process of China's rural reform and opening up, some villages and towns have experienced rapid development, and gradually evolved into relatively prosperous small towns. However, other villages and towns, such as single industrial structure, lagging infrastructure and other problems, are still in a relatively backward state. At present, the development of villages and towns presents the characteristics of diversity and difference. The villages and towns in some areas have the strong characteristics of urbanization, while the villages and towns in other areas still maintain a more traditional rural appearance.[3]

With the advancement of urban-rural integration, villages and towns serve as a bridge connecting urban and rural areas, and their development plays a pivotal role in urban and rural development. The implementation of rural reform and opening policy has made some villages and towns have new opportunities for development. Through the integration of urban and rural areas, many villages and towns gradually change to the direction of urbanization, forming a new

economic structure mainly based on the service industry and light industry, and promoting the vigorous development of the local economy. However, there are still a few villages and towns facing the problem of lagging development, mainly in the single industrial structure, imperfect infrastructure and other aspects. These problems limit the economic potential and development space of these villages and towns, and hinder their integration into the urban economy.

3.2. Unbalanced development between urban and rural areas

The imbalance between urban-rural development is an important obstacle to urban-rural integration. There are huge economic, social and environmental differences between urban and rural areas. Cities have the advantages of attracting talents, capital and technology, while rural areas face many challenges, such as industrial transformation and the flow of migrant workers. In the background of unbalanced urban and rural development, some villages and towns may face problems such as lack of resources, brain drain and slow economic development, which restrict the possibility of villages and towns to play a positive role in urban-rural integration. There are many problems behind the imbalance between urban and rural development. Cities have a more developed industrial system and a sound economic infrastructure, which enables them to attract more investment and enterprises, thus promoting rapid economic growth. In rural areas, due to the relatively single industrial structure and dependence on traditional agriculture, it is difficult to realize economic diversification, which limits the development speed of rural economy. The urban talent attraction and high-quality education resources make many young people choose to leave the countryside, resulting in the loss of the rural population and the shortage of labor force, which has a negative impact on the economic and social development of the village. Moreover, there are also obvious differences in the level of social security and public services in urban and rural areas, and the sense of gain and happiness of rural residents is lower than that of urban residents.[4]

3.3. The status and role of villages and towns in urban and rural integration

As an important part of rural economic and social development, villages and towns play the core role of rural industrial agglomeration and service center. In the process of urban-rural integration, villages and towns have become important nodes to attract and gather rural resources, talents and capital, promoting the transformation and upgrading of rural industries and rapid economic growth. Through the development of modern agriculture, rural tourism and cultural and creative industries, villages and towns have realized the diversification of economic structure, provided farmers with more employment opportunities and ways to increase their income, and promoted the sustainable development of rural economy and society. Villages and towns also play an important role of bridge and link in the integration of urban and rural areas, and undertake the important mission of connecting cities and rural areas. As the transitional area between urban and rural areas, villages and towns can help to promote the orderly flow of industrial elements and realize the complementary development between urban and rural areas. By strengthening the connection and cooperation of urban and rural industrial chains, villages and towns have promoted the export of agricultural products and superior

rural resources resources to cities, and at the same time, introduced the advanced urban technology and management experience to rural areas, promoting the quality and efficiency of rural economy. Villages and towns also play an important role in the flow of urban and rural talents and cultural exchanges, narrowing the gap between urban and rural areas, and enhancing the mutual understanding and recognition of urban and rural residents.

4. The Challenge of Urban-rural Integrated Development in Villages and Towns

4.1. The impact of urbanization on traditional villages

With the continuous advancement of urbanization process, some traditional villages are inevitably impacted by urbanization. This shock appears in two ways. First of all, the attraction of urbanization has led many farmers to go to the cities to seek better economic opportunities, leading to the outflow of population and the trend of hollowing out of villages. This situation makes many villages faced with the severe problems of talent shortage and labor force reduction, which affects the stability and development of the village economy and society. Secondly, urbanization has had a profound impact on the architecture, culture and social structure of the traditional villages, and then leads to the gradual weakening of the traditional cultural value. Under the impetus of urbanization, the architectural style and social structure of traditional villages may change greatly, and the traditional local culture is faced with the risk of dilution or even loss. This situation has aroused concerns about the protection and inheritance of village culture. How to continue to inherit and carry forward the unique cultural characteristics of villages in the process of urbanization has become a problem that needs to be seriously considered and solved in the integrated development of urban and rural areas.

4.2. Industrial structure adjustment and village development

In the process of promoting industrial upgrading, traditional rural industries may face difficulties in transformation, because the imbalance of industrial structure will lead to the inability of some villages and towns to adapt to the market demand, thus leading to unemployment and economic difficulties. At the same time, the expansion of urban industries to rural areas also needs to take into account the scale of the rural market and consumption capacity and other factors. Therefore, in the process of industrial structure adjustment, it is necessary to formulate targeted policies to support and cultivate rural industries, promote the transformation and upgrading of rural economy, so as to realize the sustainable development of villages and towns.

In the process of urbanization, the attraction of cities to labor and resources has led some farmers to go to cities to seek better employment opportunities, which has led to the loss of talents in rural industries. Due to the limitation of technology and market, the traditional rural industries may face the difficulties of transformation and upgrading. The traditional agricultural production mode in rural areas may be difficult to maintain its competitive advantage under the background of fierce market competition, and some traditional handicraft industries and cultural industries may

also face difficulties due to the change of market demand.

4.3. The imbalance between urban and rural infrastructure

The imbalance between urban and rural infrastructure is an important challenge in the integrated development of urban and rural areas. The advantages of urban infrastructure are more significant than those of rural areas, which may lead to some villages in infrastructure such as water, electricity and transportation. This unbalanced infrastructure situation not only affects the development potential of villages and towns, but also limits the living and production convenience of farmers. Therefore, in the process of urban-rural integration in villages and towns, priority should be given to solving the problem of imbalance between urban and rural infrastructure. The government should increase the investment in rural infrastructure construction, improve the level of rural infrastructure, and ensure that rural residents can enjoy the same living conditions as urban residents.

5. Strategies and Suggestions of Urban and Rural Integration Development in Villages and Towns

5.1. Policy and regulatory support

The formulation of policies and regulations is of great significance to promoting the integrated development of urban and rural areas. Therefore, we should strengthen the formulation and improvement of relevant laws and regulations, clarify the policy orientation and objectives of the integrated development of urban and rural areas, and provide a strong legal guarantee for the integrated development of urban and rural areas. When formulating policies, the government should consider the differences and characteristics of different regions as policies, and design policies and measures for urban and rural integration according to local conditions to ensure that they adapt to the actual needs of different regions. Incentive policies to encourage urban-rural integration, such as fiscal and tax preferential policies and land use policies, will help attract social capital to invest in the development of villages and towns, and promote the effective allocation of urban and rural resources and the coordinated development of industries. In addition, the government should establish a sound supervision and evaluation mechanism for integrated urban-rural development to ensure the effective implementation of policies and the continuous promotion of integrated urban-rural development. Through the continuous improvement of the policy environment, the government can create a good development atmosphere for the integrated development of urban and rural areas, stimulate the enthusiasm of all sectors of society to participate, and jointly promote the realization of the integrated development of urban and rural areas.

5.2. Economic and industrial development strategy

In the process of urban and rural integrated development, the coordinated development of economic and industry is very important. The government should formulate policies to support the development of rural industries, actively promote the transformation and upgrading of rural industries, cultivate rural characteristic industries, and promote the increase of farmers' income. By increasing the support and support for

rural industries, the government can encourage farmers to participate in emerging industries such as modern agriculture, rural tourism, cultural and creative industries, promote the optimization and upgrading of industrial structure, and improve the quality and efficiency of rural economic development. At the same time, the government should also promote the extension of urban industries to rural areas, guide the flow of industrial elements, and realize the integrated development of urban and rural industries. Through the introduction of urban industries and the expansion of rural industries, it can promote the rational allocation of resource elements, promote the orderly complementarity of urban and rural industries, and enhance the vitality and competitiveness of rural development. Considering the regional characteristics and development needs of industries, the formulation of diversified economic and industrial development strategies will help to promote the sustainable progress of urban and rural integrated development.

5.3. Urban and rural infrastructure construction strategy

The construction of urban and rural infrastructure is the basic condition for the integration of urban and rural development. The government should increase investment in rural infrastructure construction, improve the coverage and quality of rural infrastructure, and ensure that farmers can enjoy comparable services to urban residents in education, medical care, transportation, water and electricity. By increasing the investment in rural infrastructure, the government can improve the situation of rural infrastructure and make up for the imbalance of urban and rural infrastructure development. At the same time, the government should also pay attention to the interconnection of urban and rural infrastructure to realize the sharing and complementarity of urban and rural infrastructure. In the infrastructure construction planning, the interactive needs of urban and rural areas should be fully considered, and a convenient urban and rural transportation network should be established through reasonable planning and layout to improve the allocation level of rural education and medical resources, and improve the rural water supply and power supply conditions. These measures can reduce the problems caused by the imbalance between urban and rural development, and provide a good basic conditions for the integrated development of urban and rural areas.

5.4. Social cause development strategy

The integrated development of urban and rural areas needs to pay attention to the development of social undertakings, improve the level of rural social services, and increase farmers' sense of gain and happiness. The government should strengthen the support for rural education, medical care, pension and other social undertakings, improve the allocation level of rural education and medical resources, and ensure that farmers enjoy fair social services. By increasing the investment in social undertakings, the government can improve the social service conditions in rural areas and improve the quality of life and health of farmers. At the same time, the government should also pay attention to social and cultural exchanges between urban and rural areas, inherit and carry forward local culture, and improve the cultural quality and social identity of farmers. By strengthening cultural exchange and interaction, it can promote the common identity and cohesion between urban and rural residents, and enhance

the harmonious integration of urban and rural society. In the development of social undertakings, the government needs to pay attention to the overall planning and coordinated development, and promote the coordinated progress of the integrated development of urban and rural areas by strengthening the comprehensive support and guidance of rural social undertakings.

6. Complimentary Close

The integrated development of urban and rural areas is the urgent need and an important mission of China's current socialist modernization construction. This study deeply discusses the development strategy of urban-rural integration in villages and towns, aiming to provide suggestions for promoting the coordinated development of urban and rural areas and realizing rural revitalization. Through the analysis of the theoretical basis of urban-rural integrated development, we have clarified the connotation and significance of urban-rural integrated development. After analyzing the current situation of villages and towns and the imbalance between urban and rural development, we deeply realize the challenges and difficulties of urban-rural integrated development. Therefore, when formulating the strategy of urban-rural integrated development, the government needs to strengthen the support of policies and regulations, establish and improve the supervision and evaluation mechanism, and ensure that the policies take root. At the same time, efforts should be made to promote the coordinated development of economy and industries and realize the integration and complementarity of urban and rural industries. Infrastructure construction is also a key link in the integrated development of urban and rural areas. The government needs to increase investment to improve the level of rural infrastructure. The development of social undertakings should not be ignored, the government should strengthen the support for rural education, medical care and other social undertakings, improve farmers' sense of gain and happiness. On the road of comprehensively promoting the integration of urban and rural development, villages and towns, as an important node of the integration of urban and rural areas, can not be ignored. Through various efforts, we have every reason to believe that the integrated development of urban and rural areas will usher in new opportunities and development space, and make greater contribution to the realization of China's socialist modernization drive.

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