

Promoting rural economic development in many ways under the strategy of rural revitalization-A case study of Jingxing Township in Huaiyuan, Bengbu

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Abstract: The No.1 Document of the Central Committee in 2021 pointed out that it is necessary to comprehensively promote rural revitalization as a major task to realize the great rejuvenation of the Chinese nation. After realizing a well-off society in an all-round way, common prosperity is the universal appeal of all the people. Jingxing Township in Huaiyuan County has superior geographical conditions, located at the junction of five rivers, only 5 kilometers away from the county seat, and has excellent water resources and eco-cultural tourism landscape. Adhering to the green development concept of "Lucid waters and lush mountains are invaluable assets", local governments should carry out reforms according to the actual situation, take measures simultaneously, and actively promote the rural revitalization strategy to take root. However, at present, the scope of cultural revitalization is still somewhat narrow, and there are still many tourism resources to be further developed. The ecological environment is people's livelihood, and the core of industrial prosperity is to activate the ecological resources that have been precipitated for a long time without being priced in the industrialized era. To implement the rural revitalization strategy, we need to adhere to green development and make a good ecology a solid support point for rural revitalization. Do a good job in the organic combination of industrial revitalization, cultural revitalization and ecological revitalization, and jointly promote the rural revitalization and long-term development of Jingxing Township.

Keywords: Rural revitalization; Multi-channel; Problems; Counter-measure.

1. Research background and significance of research topic

(1) the macro backgrounds

Proposal of rural revitalization strategy: On February 21st, 2021, the release of "Opinions of the Central Committee of the Communist Party of China and the State Council on Promoting Rural Revitalization in an All-round Way and Accelerating Agricultural and Rural Modernization", namely the No.1 Document of the Central Committee, directly promoted the process of rural revitalization. In 2021, the No.1 Document of the Central Committee focused on the assessment of rural revitalization officials, and introduced relevant policies and systems to vigorously promote rural revitalization.

(2) the realistic background

The realistic background of rural revitalization strategy: the unbalanced development between urban and rural areas, the rural economy lagging behind the urban economy, and the difference between the living standards of rural residents and urban residents are the most direct and realistic background of rural revitalization.

On the basis of realizing a well-off society in an all-round way in China, it is still necessary to clearly realize that the problem of uneven urban and rural development is still outstanding. According to the National Bureau of Statistics, in 2021, the per capita disposable income of urban residents in China will be 47,412 yuan, which is 2.5 times that of rural residents, and the per capita disposable income in rural areas will be 18,931 yuan, which poses a major challenge for China to achieve common prosperity, and rural revitalization is urgent.

2. Research on rural revitalization at home and abroad

(1) domestic research trends

In recent years, influenced by the national strategic policy, domestic scholars' research on rural revitalization mainly focuses on five aspects: industrial revitalization, ecological revitalization, cultural revitalization, talent revitalization and organizational revitalization.

In the aspect of ecological revitalization, in the article "Innovation in the Form of Realizing the Value of Ecological Resources under the Background of Rural Revitalization", Wen Tiejun pointed out: build a "three-level market" system to promote the realization of the value of rural ecological resources and give play to the core role of collective economic organizations of village communities; Yu Zhenru's article "Developing Ecological Agriculture to Promote the Sustainable Development of Agricultural Economy" points out that the development of ecological agriculture should absorb foreign experience, combine modern science and technology, and at the same time combine with the strong support of the government.

In terms of cultural revitalization, Zhao Meiling and Rong Wenli put forward in "The Cultural Road to Rural Revitalization in the New Era" that we should strengthen rural cultural self-confidence and explore the integrated development of urban and rural culture, and demand that we should promote the development of rural culture with new development concepts, innovate cultural supply mode and operation ideas with supply-side reform ideas, and enhance the government's cultural governance strength; Chen Geng and Qiu Jingyu put forward in << Approaches to Cultural Governance under Rural Revitalization: Theoretical Dimensions and Practical Paths >> that multi-agents should

jointly promote cultural governance, explore the trinity model of administrative governance, social participation and villagers' autonomy, actively create the physical space of village-level public culture, vigorously promote the standardization and institutionalization of cultural governance, and enhance the vitality of cultural revitalization.

In terms of industrial revitalization, Huang Ting put forward the way of combining culture with tourism and other related industries in "Research on the Integrated Development of Guangxi Tourism Industry under the Strategy of Rural Revitalization", attracting tourists to rural areas through superior culture, and innovating related industrial products by combining superior culture, so as to promote the coordinated development of culture and industry through tourism, thus promoting the sustained and healthy development of rural economy. In "Discussion on the Road of Industrial Revitalization under the Background of Rural Revitalization Strategy", Chen Jinshu indicated that rural industrial revitalization should attach importance to the important role of talent support in rural industrial revitalization, require cultivating new professional farmers, improving farmers' professional quality, promoting the development and construction of rural industrial integration system, vigorously promoting the deep processing of agricultural products, improving the brand influence of agricultural products, and vigorously promoting the mode of combining e-commerce with rural industrial development to expand the agricultural product sales market through multiple channels.

(2) Foreign research trends

Compared with domestic scholars, foreign scholars mainly focus on rural governance, sustainable development and exploring new ways of rural development. Foreign scholars attach importance to the relationship between man and nature, combine human survival with environmental development, and explore an ecologically sustainable rural development mode. In "Landscape Planning and Design with New Rural Characteristics under the Background of Rural Revitalization", Yin Zhang and Tin Cheng took the landscape design of Qubeihu Village in Xinzhou District of Wuhan as an example, followed the sustainable development goal of green ecology and people-oriented, and combined with the characteristics of local folk culture, put forward reasonable suggestions to promote the comprehensive and sustainable development of local economy, culture and ecology. Combine rural governance with political affairs, give full play to the villagers' subjective initiative and vigorously promote the development of rural economy with a good policy environment and the cooperation between villagers and the government. Adhere to the "green" concept, promote the changes in production, life and consumption by means of science and technology, strengthen the protection of rural heritage, promote the coordinated development of urban and rural areas, promote the sustained, healthy and efficient development of rural economy, promote rural revitalization, and make the country rich and strong. HaoXu studied the cultural value of rural landscape in "A Preliminary Study on Cultural Embodiment of Rural Revitalization Strategy", and analyzed the reasons for the demand for cultural value of rural landscape, which provided a new path for rural revitalization.

3. The plight of rural revitalization in Jingxing Township, Huaiyuan, Bengbu

(1) the dilemma faced by industrial revitalization

Jingxing Township lacks a complete system of production, management and industry, rural agricultural products are difficult to connect with the market, the added value is reduced, the scale of labor force that can be driven and attracted is limited, and the lack of a complete industrial integration system is also an important reason for the insufficient development of agriculture in China.

Although the agricultural products in Jingxing Township have their own characteristics, they are not well-known and their advantages are not obvious enough, so they are caught in the homogenization competition with agricultural products in other regions. In 2014, there was already an agricultural surplus in major farm products such as grain, cotton and oilseeds in China. Every year, China wasted 8 million tons of grain, enough for 200 million people to eat for one year. Homogeneous competition also reduces the price profit, which is not conducive to farmers' own economic interests.

The popularity of Jingxing Township itself is not too high, and the influence of agricultural products in the whole country is too low to affect the purchase of large-scale people. Product sales are not actively combined with the Internet, and enterprises are not aware of the impact of the Internet platform on online sales.

In the process of tourism development in Jingxing Township, there is not only the problem of propaganda, but also the drastic transformation of many scenic spots, which loses the original appearance of the scenic spots, fails to make full use of the advantages of humanistic tourism in the scenic spots, fails to find a road suitable for its own development, and cannot build a characteristic development route of tourism.

(2) the plight of cultural revitalization

Most young people in Jingxing choose to go out to work, and usually only return to their hometown during the Chinese New Year holidays, so their contact with rural traditional culture is decreasing. In addition, with the popularity of the Internet, the younger generation mostly spends their time browsing mobile phones and playing online games, and their willingness to learn traditional culture is decreasing, or even they are unwilling to learn those excellent traditional cultures that are facing extinction at all. As the older generation who know more about the traditional culture in the township gradually forget these excellent cultures with the growth of years, there is no successor in the end.

In the related cultural and artistic activities held in Jingxing Township, most people participate in them as spectators, holding the mentality of "watching the excitement". Although this way allows people to devote themselves to cultural undertakings, this way of participation is only superficial, and it is difficult for people to personally participate in the charm of traditional culture. In the long run, it will be difficult for people to feel the beauty of rural traditional culture, and then they will not actively learn traditional culture, and the continuous rigidity of the ideological field will become rural areas.

At present, the agricultural production in Jingxing Township is mainly rice and wheat, and the local government has also stepped up efforts to build high-quality brands, which has promoted agricultural income to some extent. However,

due to the uncertain rainfall in its geographical location, droughts and floods often occur, which hinders the development of agricultural production and cannot form a stable and long-term development. In addition, there are many cultural tourism resources in Jingxing Township that have not been fully developed and utilized, so we can strengthen publicity and construction, combine cultural tourism industry with agricultural product marketing, and jointly promote economic development. Its agricultural products and aquaculture products are of good quality, but the sales market is relatively small, so it can further expand the sales market with the help of emerging online marketing channels.

4. Proposed solutions to the problems

(1) the specific measures of industrial revitalization to help the economic development of Jingxing Township

Industrial prosperity is the focus of rural revitalization, rural infrastructure is backward, quantity and quality supply are insufficient, rural modernization is delayed, and rural revitalization and development stamina is lacking. Therefore, it is suggested to increase the investment in "hardware" and "software" of funds in rural development areas.

The government should actively introduce high-tech equipment to increase the output of agricultural products such as rice and high-quality vegetables and reduce production costs. For the development of pollution-free rice and other pollution-free fruits and vegetables, the government should spend a lot of time and money to create high-quality green agricultural products and create green products with our own characteristics in order to occupy the market share.

The person in charge of agricultural products enterprises should respond to the call of the government, actively improve their agricultural products, pay attention to the development of agricultural technology, and thus improve the advantages of agricultural products.

For aquaculture entrepreneurs, they should pay attention to improving the quality of their own fishery products. Only when the quality is better will people choose. With the joint efforts of the government and enterprises, Jingxing Township should find a road to develop agricultural products with its own characteristics.

Although there are some special products such as Bailianpo Gong Mi, Shanhu Gong Mi, Huaiyuan Pomegranate and Qiuhe Crab in Jingxiang Township, their popularity is not high enough. Through the popularity trend of "Northeast Frozen Pear" and "Sorghum Fermented Sugar Fruit", we found that enterprises can show their special products and tell their advantages by means of live broadcast platforms such as Tik Tok and Aauto Quicker, and they can also invite red anchors to publicize their special products, so as to win the reputation of agricultural products in Jingxing Township and attract more customers' interest.

According to the information of the third agricultural census, the "software" needed by agricultural societies for production is extremely scarce. The proportion of labor force under 35 years old is 19.2%, and that of people over 55 years old is 33.6%. Moreover, among agricultural workers, the proportion of junior college or above is only 1.2%, and the proportion of junior high school or below is over 90%. Thus, the labor force and "brain power" are extremely scarce among agricultural production and management personnel.

How to let people go to the countryside and how to keep people. Insist on improving rural people's livelihood and narrowing the gap between urban and rural quality of life in

order to achieve the goal of equalization of urban and rural public services. People are the main carrier of rural operation, and equal protection of people's development is the realistic requirement of sustainable development.

Therefore, in the construction of living infrastructure, it is necessary to further increase the protection and investment in public services such as rural health and education; Coordinate the balance of supply quantity and quality between urban and rural areas, rationally allocate high-quality medical and educational resources between urban and rural areas, and ensure a fair starting point; In terms of social security, guide residents to participate in the basic insurance system, improve the coverage of basic insurance, raise the payment standard of security for low-income groups, and narrow the difference with the level of urban security. Rural revitalization needs people, so we must strive to achieve it: persist in improving the living conditions of rural residents, ensure the equalization of basic public services, promote human development and achieve equal opportunities.

In 2006, the No.1 Document of the Central Committee put forward the diversified subjects of modern agriculture, which attracted the attention of middle-income groups. According to the report of the Chinese Academy of Social Sciences in 2016, China has entered the ranks of middle and upper income countries; According to the data of the National Bureau of Statistics in 2021, the proportion of middle-income groups in China reached 30%, and the group size was about 400 million people, making it the largest middle-class population in the world. The population of the middle class is mainly concentrated in cities, which has a high quality of life and pursues a higher quality of life.

Taking 2019 as an example, the business income of leisure agriculture and rural tourism in China exceeded 850 billion yuan, receiving 3.2 billion tourists, most of whom were contributed by urban middle-income groups. Because of their unique needs, their targets were green mountains and traditional rural customs.

For this demand, the government should play an active leading role in the development of tourism and pay attention to the protection of rural scenic spots. The government should expand the unique advantage of the countryside-leisure. In the process of reform, the government should seek to improve the living standards of its own villages and the spiritual realm of the villagers. For scenic spots, the government should not only protect their environment, but also help improve the design of scenic spots. The government can learn from the experience of "Xidi" and "Hongcun" to build a leisure village with its own characteristics in connection with the actual situation in the countryside, so as to attract a large number of tourists and make the tourism industry flourish.

When tourists visit, it means that the number of rural buyers will increase. In the process of traveling, the most important thing for people is to eat and live. Some enterprises can design village houses with rural characteristics around the scenic spots to attract tourists to stay overnight, and some commercial vendors can also sell some distinctive snacks around the scenic spots to attract customers to taste. The development of tourism is not only a tour guide to guide customers to visit scenic spots, but also related to special snacks and special monuments, making tourism development more and more diversified. Tourists enjoy the scenic spots during the day and enjoy the characteristic crabs in Jingxing Township at night, isn't it leisurely! Therefore, some enterprises involved in tourism should be good at discovering

business opportunities in tourism, integrating other commodities into tourism, increasing the economic sales of tourism and helping the industry to revitalize.

(2) specific measures to boost the economic development of Jingxing Township through cultural revitalization.

Tourists are pursuing high-quality rural tourism consumption demand, which is no longer a pure sightseeing demand, but a deep cultural leisure demand. To cope with the new consumption demand, relying on local characteristic resources and features as advantages, we should create a unique rural tourism development model of cultural leisure tourism. In operation, we should adopt the model of "enterprise+village collective+farmers" to enable villagers to gain a sense of participation and identity in rural development, and at the same time, we can actively explore the quality and characteristics of rural tourism.

Vigorously promote the construction of spiritual civilization in rural areas, improve the quality of life of rural people, enhance farmers' awareness of protecting excellent traditional culture, carry out relevant education, and let farmers understand the role of cultural revitalization in rural revitalization in an easy-to-understand way, so that farmers can understand that the development of rural economy cannot be separated from the help of culture.

For example, professionals go to the countryside. By sending relevant professional talents, we can provide talent and knowledge support for the revitalization of rural culture, so that farmers can inherit the excellent local traditional culture scientifically under the leadership of professional talents, so that culture can be inherited and developed in a better way and promote the combined development of excellent traditional culture and economy.

Select relevant moral models and civilized villagers, carry out education on socialist core values, constantly improve farmers' political and cultural literacy, carry out mass cultural activities, provide farmers with more opportunities to contact with excellent culture, promote the construction of rural civilization, enhance the overall charm of the countryside, inject vitality into the construction of beautiful countryside, and lay the foundation for the development of related economic industries.

Combining the local cultural characteristics and tourism resources of Jingxing Township, we should develop cultural tourism with local color of Jingxing Township, make characteristic handicrafts, combine the cultural beauty of Jingxing Township with handicrafts, and promote the development of cultural industry with cultural charm, thus promoting the economic level of Jingxing Township.

Excavate excellent local culture, protect local culture reasonably, promote the combination of culture and market, promote the expansion of cultural influence in Jingxing Township through cultural revitalization and continuous development, and promote the development of local economy with cultural influence, thus promoting the revitalization of rural economy.

Cultural revitalization provides a steady stream of endogenous power for rural revitalization. It promotes the cultural influence of a village, a township and a town by revitalizing culture, and the continuous development and export of culture, so that local people have more and better ways to develop new cultural products, and also enable foreign people to better understand local culture and enhance the consumption willingness of foreign people, thus promoting the sustainable and healthy development of local

economy.

(3) Specific measures to promote the economic development of Jingxing Township through ecological revitalization.

The concept of green development is the driving force for the sustainable development of rural tourism industry. To realize rural revitalization, it is necessary to accelerate the pace of rural agricultural modernization and make rural industries bigger and stronger. Industrial prosperity is the premise of rural revitalization with green development as the bottom line. Change the mode of agricultural development, cultivate new agricultural professional team talents, encourage the application of high-tech research and development achievements to agricultural production and life, and help realize the recycling and utilization of rural organic wastes and processing residues of agricultural and forestry products; Establish a sustainable agricultural development system based on efficient utilization of multiple resources and ecological environmental protection, establish a green, low-carbon and circular ecological agricultural development concept, and adhere to the road of environmentally friendly modern agricultural development. On the one hand, we can reform the green production mode and reduce the application of pesticides and fertilizers, which will not only help to shape the brand of green organic high-quality agricultural products, but also help to improve the water quality and provide an excellent water quality environment for aquaculture; On the other hand, agriculture in this area is often affected by drought and flood disasters, so we can make full use of its rich lake resources and invest in high-tech research and development achievements to help achieve drought and flood protection. Relying on the special geographical environment and generous and diverse resources of Jingxing Township, we will take various measures to create an industrial model with complementary advantages, integrated and circular development of agriculture and aquaculture, and help rural revitalization.

Promoting rural ecological restoration and protection is an important task to implement the rural ecological revitalization strategy. There is no substitute for the ecological environment, and economic development should not be at the expense of ecology. To do a good job in rural ecological environment protection, we should adjust measures to local conditions, make overall consideration and integrate the use of various natural resources, give full play to the advantages of Huaiyuan regional characteristic culture, and build an industrial chain structure integrating cultural tourism and agricultural product marketing. Many agricultural products, such as Huaiyuan pomegranate and Qiuhe crab, have a good market foundation. If they can be combined with cultural tourism, they can complement each other, and with the help of online and offline marketing, they will certainly expand their sales and promote the development of regional economy in by going up one flight of stairs.

The three characteristics of nature, economy and society are integrated to form a regional complex, which promotes and depends on each other with towns. It has multiple functions such as ecology, production, life and culture, and together constitutes the main space for human activities. Implementing the rural revitalization strategy is of great significance to the national economic and social development, and improving the rural living environment is an essential part. The problem of rural ecological environment governance has never been the unilateral responsibility of a single subject.

Farmers, governments and local enterprises are intertwined, and environmental governance needs to work together.

Farmers should improve their awareness of environmental protection, and the quality of ecological environment is directly related to farmers themselves, who are both direct beneficiaries and direct victims. To enhance farmers' awareness of environmental protection, we can carry out the following two aspects: First, improve farmers' awareness and literacy of environmental protection. Through multimedia propaganda and posting civilized slogans, we can actively mobilize the role of village committees, advocate green production and lifestyle, and urge farmers to reduce environmental pollution. The second is to make farmers realize their dominant position. Farmers are "born and raised in Sri Lanka", and they have a better understanding of the local environment, which can play a more obvious role in governing the environment.

For local governments, in order to be the "leader" of ecological environmental protection, they should change their concepts. "Only GDP" is no longer suitable for the contemporary society. They should determine the viewpoint of "green GDP", strictly control the investment attraction, and "take multiple measures simultaneously" in peacetime: First, increase financial input and human support for rural environmental governance, which belongs to public goods, and both environmental governance work and environmental protection infrastructure construction need the government. Second, improve rural pollution laws and regulations to ensure that there are laws to follow. For a long time, influenced by the idea of sacrificing rural areas to develop cities, the current Environmental Protection Law only gives a general description of the environment and lacks practical operability. Specific laws and regulations, such as the Rural Environmental Protection Law, should be promulgated as soon as possible to clarify the main responsibilities of individuals, enterprises and governments, so as to achieve "laws to follow" and "laws". The third is to guide social capital to participate in it, encourage individuals and enterprises to participate in infrastructure construction through incentives, subsidies and other means, and promote the promotion of related projects. At the same time, for enterprises that produce sewage, "whoever pollutes is responsible" can be implemented, and high pollution control and environmental restoration fees should be levied according to law. For those enterprises that clean themselves, they can be positively evaluated and given a certain degree of preferential treatment in taxation and loans.

To be a green enterprise, we can start from the following aspects: First, to build green corporate culture, green corporate culture requires enterprises to use clean energy and advanced equipment in production processes to avoid environmental pollution and energy waste. To do this, enterprises must abandon old ideas, actively promote the upgrading of production equipment, combine their own business activities with the surrounding ecological environment, and strive to minimize their negative impact;

The second is to disclose environmental information, which breaks the information barrier between enterprises and the public, so that the public can better supervise the production and business activities of local enterprises. Moreover, the new Environmental Protection Law also clearly stipulates that enterprises have the responsibility and obligation to disclose environmental information.

5. Conclusion

The rural revitalization strategy has been widely valued. In the process of implementation, we should gradually implement the equalization of basic public services in urban and rural areas, put people first, and fully guarantee a fair education, medical care and health service system. We need to be fully aware of the gap between urban and rural basic security systems and strive to improve them, so that people can come and stay.

Industrial revitalization, cultural revitalization and ecological revitalization are interrelated and inseparable. Industrial revitalization can rely on cultural revitalization and ecological revitalization, and cultural and ecological revitalization can also rely on industrial revitalization. There is no clear dividing line among them, but a benign relationship of mutual promotion and common development. Realizing rural revitalization in multiple ways is the focus of each revitalization approach. In the actual implementation process, we should take a multi-pronged approach and develop together.

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