

Research on the dilemma and development path of rural ecological civilization under the background of rural revitalization

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Abstract. Since the implementation of the rural revitalization strategy, the rural economy has been greatly improved. However, the development of rural areas is facing environmental and ecological problems. Rural ecological environment is the basis for the survival and development of rural residents, and the basis for the realization of rural economic development. Promoting the construction of rural ecological civilization is not only an important part of promoting the rural revitalization strategy, but also an important part of building a beautiful China and a beautiful countryside. In the process of ecological civilization governance, rural development is hindered by the slow development of rural ecological industry, the weak awareness of farmers' ecological civilization, the serious pollution of rural ecological environment and the inadequate rural infrastructure.

Keywords: rural revitalization; Ecological environment construction; Implementation path.

1. Introduction

The implementation of the rural revitalization strategy has not only promoted the development of local economy, but also achieved the rejuvenation of the nation. Rural revitalization is an arduous task, but the more important point is to start from the perspective of rural ecological civilization construction. Only by realizing the green transformation and development of rural ecological governance can we truly play the development potential of rural areas and comprehensively promote the development of the national economy. The improvement of ecological environment is the development of productivity. We cannot develop our economy at the cost of destroying the environment. We must strengthen the protection of the ecological environment and scientific development in the process of developing rural areas. Only in this way can we maintain the integrity of green waters and green mountains in the process of development of Jinshan Yinshan. Therefore, the construction of ecological civilization in the new countryside has received high attention from all walks of life. The proposal of "new countryside" not only makes the ecological civilization in the new countryside more possible, but also lays a solid foundation for rural development and agricultural innovation.

2. Difficulties in the construction of rural ecological civilization

2.1 Slow development of ecological industry

Due to the traditional mode of economic growth, it is almost difficult to form a green, low-carbon and environment-friendly economic cycle in rural areas, so the development of rural ecological industry is slow. The traditional mode of economic growth has neglected the protection of the ecological environment, resulting in problems such as soil erosion, desertification of cultivated land, drought and less rain, which has brought serious challenges to environmental protection. This traditional economic model is difficult to find a reasonable balance between economic development and ecological protection, making the interaction between the two difficult to achieve.

The scientific and technological content applicable to the protection of rural ecological environment is low, and there is a lack of popular ecological protection equipment and technology.

On the one hand, China's agricultural science and technology has not yet carried out scientific and technological innovation in rural ecological environment protection, but has only partially copied the technologies available in cities. In terms of sewage treatment, the equipment and technology of urban sewage treatment are used, and the dispersion of pollution in rural areas is ignored. At the same time, due to the excessive use of chemical fertilizers and fertilizers, a large number of agricultural resources are wasted and soil is damaged. Therefore, scientific and technological innovation measures should be taken to reduce the waste of pesticides and fertilizers, increase the use of pesticides, reduce pesticide residues, and reduce pesticide and fertilizer residues, which is conducive to the sustainable and healthy development of green agriculture and rural agriculture. In the construction of rural ecological civilization, the utilization of natural resources is insufficient. Due to the limitation of farmers' concept, "green water and green mountains" have become "golden mountains and silver mountains", making it very difficult for farmers to develop rural ecological resources. However, in practical application, because most rural areas are far away from cities and towns, there are many problems in road conditions, infrastructure and other aspects, which restrict its development [1].

2.2 Farmers' awareness of ecological civilization is weak

With the rapid development of society, farmers' awareness of ecological civilization has not been significantly improved, and village cadres and superior departments have not played a leading role. The construction of ecological civilization must take the relevant government departments as the main body, establish the objectives and standards of ecological civilization, and provide a sustainable development path for it. Farmers are the main force in building rural ecological civilization and the governance subject of rural revitalization. If the relevant government departments can not provide ideological and material support, it will cause the lack of cultivation of farmers' awareness of ecological civilization. Because farmers have not changed "green waters and green mountains" into "golden mountains and silver mountains", and have not really understood the significance and ecological consciousness of ecological civilization, farmers cannot fully grasp the basic knowledge of ecological agriculture, and cannot use advanced agricultural technology to promote agricultural economic development and agricultural ecological governance. The cultivation method of farmers' awareness of ecological civilization is single and lacks systematic education. At present, in the vast rural areas of our country, the publicity and education of ecological civilization is still relatively traditional, and the means of publicity and education are relatively simple, which are often led by the government, and posted in the publicity column by village-level cadres or superior leaders. Neither the way of publicity is modified, nor comprehensive. For example, are there illiterate villagers? Whether villagers pay attention to the contents of the bulletin board. However, the network, WeChat and other modern technologies and media are in a "vacant" position in the construction of rural ecological civilization. In addition, there is a lack of ecological civilization education in China's primary and secondary education, and the goal of ecological civilization education is also less [2].

2.3 Serious pollution of rural ecological environment

The pollution of rural ecological environment is mainly caused by rural industrial production, domestic kitchen waste, industrial wastewater discharge, and large-scale heavy industrial pollution in rural areas. First of all, the source of agricultural production has caused great pollution to the rural ecological environment. Fertilizers and pesticides have seriously polluted farmland and soil, causing soil nutrients to be damaged and even difficult to continue production. The treatment method of agricultural wastewater is relatively simple, such as the construction of marsh ponds and septic tanks, which will not only pollute the surrounding environment, but also pollute the groundwater. With the promotion of urban-rural integration, the basic education environment in China's rural areas has been significantly improved, but it is still at a low level. A large number of rural young labor force go out to work, while the education level of young people staying in rural areas is relatively low, which makes it difficult to form a good ecological environment and green legal concept environment in rural areas. The lifestyle of rural residents reflects their lack of understanding of ecological civilization,

and there are still a lot of waste, life and consumption habits. The random disposal of domestic garbage and the use of disposable plastic tableware cause the waste of kitchen waste resources. It is difficult to form a low-carbon and environment-friendly lifestyle, and it is also difficult to achieve a beautiful and livable countryside.

2.4 Inadequate rural infrastructure

With the implementation of various policies such as poverty alleviation and building beautiful villages, the country has increased its investment in rural construction. Due to the vast territory, some rural areas are also facing problems such as environmental protection, unsound agricultural modernization facilities, and aging equipment. At present, many rural areas are still unable to collect garbage and waste water in a centralized manner, resulting in serious environmental pollution in rural areas. In solving the rural environmental problems and promoting the process of agricultural and rural modernization, we need the support of various infrastructure. Only by continuously optimizing and improving the rural infrastructure can we solve the current production and living problems and provide basic guarantee for the construction of rural ecological civilization [3].

3. Implementation path of rural ecological civilization construction

3.1 Develop ecological industry to promote green transformation of rural economy

Promote the development of rural economy with the idea of ecological civilization. For a long time, people think that it is a wrong idea to exchange for rapid economic development at the cost of destroying the ecology. We must not sacrifice beautiful ecological environment to promote economic growth. And ecological civilization should be the combination of green development of economy and environment, the combination of ecological environmental protection and high-quality economic development, and the promotion of civilized and healthy beautiful rural construction, thus promoting the revitalization of rural industries.

The development of agricultural economy is an important step towards poverty alleviation. Developing ecological industry is an inevitable choice to promote the green transformation of rural agricultural economy. First, based on scientific and technological innovation, change the traditional agricultural production mode and promote the green, low-carbon and circular development of agriculture. Increase investment in rural ecological industry, vigorously develop agricultural scientific and technological innovation technology, promote agricultural scientific and technological innovation and technology application, and make China develop from the traditional extensive type to the economical, clean and efficient intensive type. The second is to realize the reuse of agricultural resources and reduce the waste of agricultural resources through the development of science and technology. The formulation of agricultural standards, the implementation of standardized agricultural production and the implementation of agricultural production activities in accordance with relevant regulations are conducive to effective supervision of the development of agricultural production. Vigorously develop agricultural cleaner production and promote the green development of agriculture. For example, in the protection and recovery of water resources, we should strengthen the purification and recovery of wastewater. Third, take advantage of local natural ecological resources and natural landscape tourism resources to promote local economic development and develop local characteristic agricultural products. Vigorously develop green leisure agriculture to promote the development of rural ecotourism.

3.2 Carry out ecological education and strengthen farmers' participation in ecological construction

First of all, we should give full play to the main role of government and village cadres in ecological education. Relevant departments at all levels should pay more attention to rural ecological education and guide farmers to carry out ecological education in the top design of the plan; On the material basis, it provides funds, materials and teachers for rural ecological education. Village-level cadres

took the lead in correcting farmers' ecological awareness and standardizing farmers' ecological behavior in practice.

Secondly, the education form and content of sufficient farmer ecology. Make them fully understand the importance of ecological civilization construction and realize green production in development. Second, strengthen the understanding of ecological agriculture. Master the main sources of agricultural pollution, pollution process and innovative methods of green agriculture. On the basis of understanding ecological agriculture, farmers have more understanding of green agriculture, learn the new technology of ecological agriculture, and can learn the construction of ecological agriculture. The two complement each other and are indispensable [4]. Third, we should make full use of the power and function of the media to create a good ecological environment for farmers. Popularize the awareness of agricultural ecological civilization through network and other media, and provide multi-platform and daily ecological civilization education.

3.3 Strengthen ecological governance and create a beautiful and livable rural environment

First, we should strengthen the use and management of fertilizers. In agricultural production, vigorously promoting the application of organic fertilizers and realizing the clean, green and recycling of agricultural resources are the key to the transformation from extensive agriculture to intensive agriculture; Through scientific and technological innovation, reducing the use of agricultural fertilizer and increasing the utilization rate of agricultural fertilizer can effectively reduce the pollution in agricultural production and the adverse impact of agricultural fertilizer on the rural ecological environment.

Secondly, strengthen the special treatment of environmental pollution. We will strengthen the special treatment of white pollution such as aquaculture, industrial pollution and agricultural white film. Through the governance of the aquaculture environment, the aquaculture industry is regulated, regulated, and combined with the ecological environment to form a new way of aquaculture. Reduce the production and waste of industrial waste and agricultural white film by technical means, reduce the waste of non-renewable resources and reduce the pollution of industrial waste. We will strengthen the management and control of land resources, reduce pollution sources, and restore contaminated land resources.

Finally, promote the establishment of green villages. To promote the construction of green countryside, we must establish the concept of "green consumption" and avoid the occurrence of waste behavior and waste phenomenon. Advocating the reuse of household goods in daily life can not only reduce the generation of waste, but also improve the utilization efficiency of waste, so as to establish farmers' green ecological consumption concept in the construction of rural ecological culture and implement it into daily life. At the same time, the government should increase investment in green rural construction, increase support for rural public services, and provide more infrastructure for rural construction.

3.4 Strengthen support for rural ecological civilization

We should strengthen support for rural ecological civilization. All regions should put the construction of ecological civilization in the first place, increase support for rural ecological civilization, and make up for the shortcomings of rural development. First, we should build and improve the system of rural ecological civilization, formulate relevant legal systems for rural environmental protection and resource conservation, vigorously promote rural environmental pollution and ecological recovery, and formulate a series of measures such as prevention, control, damage compensation, and legal investigation. Second, we should continue to strengthen rural infrastructure. The establishment of special management of rural infrastructure, for the current problems of poor rural environmental protection facilities and insufficient environmental protection funds, not only the government needs to increase the investment in rural environmental protection, but also to invite the society to provide support.

4. Conclusion

With the country vigorously promoting the strategy of rural revitalization, the ecological environment of rural areas in China has been increasingly concerned. The quality of rural ecological environment is directly related to the vital interests of farmers, and is also the embodiment of local government's environmental governance capacity. In the reform of rural ecological environment governance, we should not only develop green ecological industry and strengthen green ecological education, but also continue to vigorously support the construction of rural ecological civilization and realize the coordinated development of ecology and economy. After entering the new era, China's rural ecological civilization construction has made certain progress. However, if we want to complete the construction of ecological civilization as soon as possible, we need to have perseverance and perseverance, analyze specific problems, and realize the construction of beautiful villages as soon as possible.

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