

Discussion on Building Beautiful Villages in the Context of Rural Revitalization

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Abstract

The key and difficult points of building a beautiful China are in the countryside, and poverty is also concentrated in the countryside. Beautiful countryside is the foundation and premise of the construction of beautiful China, and it is also a new project and a new carrier to promote ecological civilization and the construction of new countryside. Rural scenery and culture are unique landscapes. The construction of beautiful villages in poor villages and counties should take into account both prosperity and rural revitalization, and pay attention to the effective use of ecological environment and resources, harmonious coexistence between man and nature, transformation of agricultural development mode and sustainable rural development.

Keywords

Rural Revitalization; Beautiful Rural Construction; Sustainable Rural Development.

1. Foreword

With the significant improvement of people's living standards and the continuous development of urban and rural areas, but the urban development speed is still faster than that of rural areas. In order to narrow the gap between rich and poor and achieve a comprehensive well-off society, rural areas need to step up their construction efforts. Building a beautiful China must involve building "beautiful rural areas." Under the background of the rural revitalization strategy, rural industrial planning has gained new connotations, and it is necessary to clarify the service orientation of urban and rural planning and coordinate planning well. Its main connotations are reflected in three aspects: the first is "beautiful mountains and waters," which is the core of rural industrial planning development and responds to the slogan of "green mountains and clear waters are gold and silver mountains and waters," serving as the starting point for promoting rural economic development; the second is "beautiful life," which aims to improve rural living conditions and promote rural development through improving the rural ecological environment; the third is "beautiful economy," which is based on modern agricultural industries and relies on internet and information technology to derive rural e-commerce and rural tourism and other industrial forms, driven by urban residents' aspirations for rural life and other needs, connecting urban and rural areas and narrowing the urban-rural gap. The key and difficulty of building a beautiful China lie in rural areas, and poverty is concentrated in rural areas as well. Beautiful rural areas are the foundation and prerequisite for building a beautiful

China, and they are also a new engineering and carrier for promoting ecological civilization and new rural construction. The rural scenery and culture are unique scenic lines, and the construction of beautiful rural areas in poor villages and counties should take into account both wealth creation and rural revitalization, pay attention to the effective utilization of ecological and environmental resources, harmonious coexistence of man and nature, transformation of agricultural development modes and sustainable development of rural areas [1-2].

Under the background of rapid industrialization and urbanization, the planning of beautiful rural industries has practical value for the rectification of hollow villages, the reconstruction of rural space, the improvement of living conditions, the narrowing of urban-rural disparities, and the development of urban-rural. The construction of beautiful rural areas is also an important breakthrough and entry point for rural revitalization. By building a number of model villages for beautiful rural areas, we can promote the comprehensive implementation of the rural revitalization strategy with a point as the starting point [3].

2. The Relationship between Rural Revitalization and the Construction of Beautiful Villages

(1). Rural revitalization provides strategic support for building beautiful villages

The rural revitalization strategy puts forward the general requirements of prosperous industry, ecological livable, civilized village style, effective governance, and prosperous life, and points out the direction for the construction of beautiful villages. The prosperity of industry is the economic basis of the construction of beautiful countryside. Only with the development of industry can farmers increase their income and become rich, and the countryside can have sustainable development momentum. Ecological livability is the key goal of the construction of beautiful countryside. Through strengthening the protection and construction of rural ecological environment, we can create a beautiful rural environment and improve the quality of life of farmers. Rural style civilization injects soul into the construction of beautiful countryside, and cultivates civilized rural style and improves the civilized quality of farmers by carrying forward excellent traditional culture. Effective governance is an important guarantee for the construction of beautiful villages. Through strengthening the construction of rural grass-roots organizations and improving the rural governance system, rural harmony and stability can be achieved. A rich life is the fundamental purpose of the construction of beautiful villages, and only when the living standards of farmers are improved, can the countryside be truly beautiful [4].

The rural revitalization strategy also provides policy support and financial guarantee for the construction of beautiful villages. The government has increased investment in rural areas and implemented a series of policies that benefit farmers, providing strong support for the construction of beautiful villages.

(2). The construction of beautiful countryside is an important content and vivid practice of rural revitalization

The construction of beautiful countryside covers all aspects of rural economy, politics, culture, society and ecological civilization, and is an important carrier and concrete embodiment of rural revitalization. Through the construction of beautiful countryside, we can promote the upgrading of rural industries and increase farmers' income and make them rich. Can improve the rural ecological environment, improve the quality of life of farmers; It can strengthen the construction of rural culture and improve the quality of peasant civilization. It can improve the rural governance system and achieve rural harmony and stability. The construction of beautiful countryside is also an important breakthrough and entry point for rural revitalization. By creating a number of beautiful rural demonstration villages, we can promote the full implementation of the rural revitalization strategy with points and aspects.

3. The Main Content of the Construction of Beautiful Countryside

(1) Rural ecological environment protection and construction

We will improve water pollution control in rural areas. Construction of sewage treatment facilities, centralized treatment of rural domestic sewage, reduce environmental pollution caused by sewage discharge. Promote ecological agriculture, reduce the use of pesticides and fertilizers, and reduce agricultural non-point source pollution. We will promote waste treatment in rural areas. We will establish and improve a system for collecting, transferring and treating rural garbage, implement garbage sorting and treatment, and raise the level of waste resource utilization. Strengthen the management of rural environmental health, establish a long-term cleaning mechanism, and keep the rural environment clean. We will strengthen ecological restoration in rural areas. We will carry out ecological protection and restoration projects for mountains, rivers, forests, fields, lakes and grasslands, strengthen soil erosion control, and protect rural natural resources. We will promote the greening and beautification of rural areas and build an ecological and livable rural environment.

(2). Rural industry development

Develop agriculture with special characteristics. According to the local natural conditions and resource advantages, develop the cultivation, breeding and processing of characteristic agricultural products, and build the brand of characteristic agriculture. We will promote the industrialization of agricultural operations, raise the added value of agriculture, and help farmers increase their incomes and become richer. Develop rural tourism. Make use of rural natural scenery, folk culture and other resources to develop rural tourism and build rural tourism brand. We will strengthen the construction of rural tourism infrastructure, improve the service level of rural tourism, and promote the integrated development of rural primary, secondary and tertiary industries. We will develop rural e-commerce. The use of Internet technology to develop rural e-commerce, expand the sales channels of agricultural products, and increase the added value of agricultural products. Strengthen the training of rural e-commerce talents and improve the application level of farmers' e-commerce.

(3). Rural cultural construction

Carry forward fine traditional culture. Excavate and protect the excellent traditional culture in rural areas, such as traditional villages, ancient buildings, folk culture, etc., and inherit and carry forward the excellent traditional Chinese culture. Strengthen the construction of rural cultural facilities, such as cultural squares, rural libraries, cultural activity rooms, etc., to provide farmers with places for cultural activities. Cultivate a civilized rural style. We will carry out activities to create civilized towns and villages and civilized families, and cultivate civilized village style, good family style, and simple folk style. Strengthen the rural moral construction and improve the moral quality of farmers. Enrich the cultural life of farmers. To carry out a variety of cultural activities, such as cultural performances, sports competitions, folk activities, etc., to enrich the cultural life of farmers. We will strengthen the construction of rural cultural teams, train a group of rural cultural cadres, and improve the quality and level of rural cultural activities.

(4). Rural grass-roots governance

We will strengthen Party organizations at the grassroots level in rural areas. Select and strengthen leaders of rural grass-roots party organizations, strengthen the construction of rural Party members, and improve the cohesion and combat effectiveness of rural grass-roots Party organizations. We will give full play to the role of the leadership core of rural grass-roots party organizations and lead the farmers to jointly build a beautiful countryside. We will improve the rural governance system. We will establish a sound system of villagers' self-governance, strengthen democratic management in rural areas, and improve farmers' ability to

manage, serve, educate and supervise themselves. Strengthen the construction of the rule of law in rural areas, improve the legal awareness of farmers, and maintain social stability in rural areas. We will strengthen comprehensive control of public security in rural areas. Establish and improve the rural social security prevention and control system, strengthen rural security patrol, crack down on rural illegal and criminal activities, and maintain rural social order [5].

4. The Implementation of the Construction of Beautiful Villages

(1). Scientific planning and reasonable layout

We will formulate a plan for building beautiful villages. Combining the local natural conditions, resource advantages, industrial development, cultural characteristics and other factors, formulate a scientific and reasonable plan for the construction of beautiful villages. The plan should be forward-looking, guiding and operable, and clearly define the goals, tasks and measures for the construction of beautiful villages. We will make appropriate arrangements for rural production, living and ecological space. In accordance with the requirements of intensive and efficient production space, livable and moderate living space, and beautiful ecological space, the rural production, living and ecological space should be rationally distributed. We will strengthen rural infrastructure, raise the level of public services in rural areas, and improve farmers' working and living conditions.

(2). Government guidance, farmers main body

Let the government play a guiding role. The government should increase investment in the construction of beautiful villages, formulate preferential policies, and guide social forces to participate in the construction of beautiful villages. Strengthen the guidance and services for the construction of beautiful villages, and improve the quality and level of beautiful rural construction. Give play to the main role of farmers. We will respect the will of farmers, fully mobilize their enthusiasm, initiative and creativity, and let farmers become the main body of the construction of beautiful villages. Strengthen the training of farmers, improve their comprehensive quality, and enhance their ability to participate in the construction of beautiful villages [6].

(3). Demonstration, overall promotion

Build a model village of beautiful countryside. A group of villages with good basic conditions and high development potential will be selected as model villages for beautiful villages. Through the construction of model villages, we can sum up experience, promote practices, and promote the construction of beautiful villages in an all-round way. We will promote the development of beautiful rural areas. On the basis of the construction of demonstration villages, we will promote the construction of beautiful villages as a whole in accordance with the plan for the construction of beautiful villages. Strengthen the comprehensive improvement of rural environment and improve the rural ecological environment; Develop rural industries to increase farmers' income and make them rich; Strengthen the construction of rural culture and improve the quality of peasant civilization; We will improve the rural governance system and achieve rural harmony and stability.

(4). Innovation mechanism and long-term management

We will make innovations in the investment mechanism for building beautiful villages. We will establish a diversified investment mechanism that combines government input, social input and farmer input, and increase investment in the construction of beautiful villages. We will innovate rural financial services and expand financing channels for building beautiful villages. Establish a long-term management mechanism for the construction of beautiful villages. Strengthen rural environmental health management, establish long-term cleaning mechanism; Strengthen the management of rural infrastructure, establish and improve the maintenance mechanism; We will strengthen protection of the rural ecological environment and establish a

compensation mechanism for ecological damage. Through the establishment of a long-term management mechanism, we will ensure that the achievements of beautiful rural construction are consolidated and improved.

5. Case Analysis of Beautiful Countryside Construction

(1). Anji County, Zhejiang Province

Anji County adheres to ecological county building and takes the construction of beautiful countryside as an important starting point to promote rural revitalization. By strengthening the protection and development of the rural ecological environment, developing industries such as ecological agriculture and rural tourism, carrying forward fine traditional culture, and strengthening rural governance at the grassroots level, we have created a number of beautiful villages that are ecologically livable, with thriving industries, civilized rural customs, effective governance, and rich life. The construction of beautiful countryside in Anji County has achieved remarkable results and become a model of beautiful countryside construction in the country. The experience of Anji County shows that the construction of beautiful countryside should adhere to ecological priority, pay attention to industrial development, carry forward traditional culture, strengthen grassroots governance, and realize the coordinated development of rural economy, politics, culture, society and ecological civilization [7].

(2). Jiangning District, Nanjing City, Jiangsu Province

Jiangning District, guided by the whole region tourism, combines the construction of beautiful countryside with the development of rural tourism. By building distinctive rural villages and beautiful rural demonstration villages, we will develop rural tourism, promote the development of rural industries, and promote farmers to increase their income and get rich. The construction of beautiful countryside in Jiangning district should pay attention to planning and guidance, highlight the creation of characteristics, strengthen the construction of infrastructure and improve the level of public service. The experience of Jiangning District shows that the construction of beautiful countryside should be combined with industrial development, pay attention to the construction of characteristics, strengthen the construction of infrastructure, improve the level of public service, and realize the sustainable development of rural areas [8].

6. Conclusion

Under the background of rural revitalization, the construction of beautiful villages is a long-term and arduous task. We will strive to build beautiful villages that are ecologically livable, have thriving industries, have civilized local customs, have effective governance, and have a prosperous life, and make positive contributions to the realization of the strategic goal of rural revitalization.

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