

Research on the Development Path of Urban and Rural Integration in Chongqing under the Background of Expanding Domestic Demand

Liyue Mao, Zhonghua Xie, Junjie Huang, Xinyi Huo

School of Digital Economy and Management, Chongqing Polytechnic University of Electronic Technology, Chongqing, 401331, China

Abstract

Under the background of expanding domestic demand, this study explores the multiple paths of urban and rural development in Chongqing. Through a systematic analysis of the current situation of urban and rural development in Chongqing, it reveals the urban-rural gap and institutional barriers in economic development, social undertakings, infrastructure and other fields. It is found that the separate urban-rural structure in Chongqing is mainly reflected in the lagging reform of the household registration system, the low efficiency of land resource allocation, the imperfect industrial linkage mechanism and the asymmetric flow of factors. On this basis, drawing on the experience of Chengdu Urban Rural Integration Pilot Zone and the practice of urban and rural integration in developed countries such as the United States and Japan, Chongqing should focus on improving urban and rural spatial planning, deepening land system reform, strengthening infrastructure construction, promoting the reform of the registered residence system, and promoting technological innovation and industrial upgrading. Through systematic institutional innovation and policy coordination, Chongqing can effectively unleash the potential of rural consumption, expand domestic demand market space, gradually break the urban-rural gap, and provide a replicable "Chongqing Plan" for high-quality development and common prosperity in the western region.

Keywords

Expanding Domestic Demand; Urban-Rural Integration; Chongqing; Urban-Rural Integration.

1. Introduction

Against the backdrop of global economic transformation and China's economic transformation and upgrading, expanding domestic demand is an important path to promote sustainable economic development in our country. As an important growth pole of the national western development strategy, it has attracted widespread attention due to its urbanization construction and significant urban-rural differences. Urban economies are active and functionally concentrated, while vast rural areas still lag behind in infrastructure, industrial systems, and public services. The dual structure of urban and rural areas remains prominent. In the context of expanding domestic demand, in-depth research on how Chongqing can coordinate urban and rural development is not only an important lever to achieve regional coordination, stimulate rural consumption potential, and expand domestic demand, but also a key path to promote high-quality development in Chongqing and the entire western region, with important theoretical value and practical significance. The domestic academic community has long been concerned about the coordinated development of urban and rural areas, and related research has formed a relatively systematic knowledge system. Scholars delve into the

causes, operational mechanisms, and constraining effects of the urban-rural dual structure on factor flow and resource allocation from three dimensions: institutional, economic, and social. Li (2010) pointed out that the root of urban-rural coordination lies in institutional restructuring, especially breaking the institutional barriers in registered residence, land, social security and other aspects, so as to realize the free flow and fair allocation of resource elements^[1]. He (2010) emphasizes the importance of institutional fairness and advocates achieving urban-rural integration through institutional justice^[2]. From an economic perspective, Liu et al. (2016) believe that industrial integration and optimized allocation of factors are the core support for urban-rural integration^[3]. Zhang et al. (2011) further proposed that suitable industrial linkage models should be explored in combination with regional differences to achieve complementary development between urban and rural areas^[4]. In the field of social undertakings, Li and Yang (2022) proposed to build a public service equalization guarantee system that integrates urban and rural systems, finance, and technology^[5]. The research group of the Macroeconomic Research Institute of the National Development and Reform Commission (2008) pointed out that the gap in public service supply is one of the fundamental reasons for the urban-rural gap, which needs to be compensated for through fiscal transfer and institutional improvement^[6]. In international research, developed countries have also accumulated rich experience in the study of urban-rural binary structures. The United States relies on its vast territory and advanced agricultural technology to promote the scale and industrialization of agriculture, and promotes the efficient flow of urban and rural factors through the construction of integrated transportation networks and other infrastructure (Zhang & Deng, 2017)^[7]. Japan attaches great importance to the coordination of urban and rural landscapes and cultural heritage, implements the "one village, one product" development strategy, and forms a rural industrial system with local characteristics (Takahashi et al., 2021)^[8]. South Korea has improved rural infrastructure, narrowed the urban-rural gap, and promoted comprehensive rural economic and social revitalization through policies such as the "New Village Movement" (Suh, 2018)^[9]. The urban-rural integration models formed by these countries at different stages of development provide international reference for Chongqing to build a coordinated urban-rural development path in the context of expanding domestic demand.

Previous studies have provided a solid theoretical foundation for this paper. However, as a mega city with a unique geographical location and governance system, Chongqing still faces multiple challenges in promoting urban-rural integration, expanding domestic demand markets, resource allocation, institutional innovation, and regional coordination. Therefore, it is necessary to further deepen the understanding of the laws of coordinated urban-rural development in Chongqing based on its actual situation, and explore feasible and promotable path plans.

2. Current Situation and Main Problems Faced by Urban and Rural Development in Chongqing

Chongqing, as the only municipality directly under the central and western regions of China, has a total population of over 31 million, of which about 37% are rural residents. The development status of urban and rural areas not only affects the overall quality of the local economy and society, but also has a driving effect on the coordinated development of the western region.

2.1. Current Status of Urban and Rural Economic Development in Chongqing

In recent years, the total economic output of Chongqing has steadily increased. In 2023, the gross domestic product of Chongqing will reach 3014.579 billion yuan, a year-on-year increase of 6.1%. Among them, the industrial added value is 730 billion yuan, making significant

contributions to the city's economy. Its key industries include automobiles, electronics, equipment manufacturing, etc., forming a high-end industrial cluster with the city as the core. However, the development of rural economy is relatively lagging behind. Taking Kaizhou District as an example, traditional planting and breeding are still the mainstay. Although it has advantageous industries such as citrus, pigs, and grain and oil, the agricultural processing conversion rate is less than 40%, far lower than the level of the eastern coastal areas. The per capita disposable income of residents in the city was 37595 yuan, an increase of 5.4% over the previous year. By permanent residence, the per capita disposable income of urban residents was 47435 yuan, an increase of 4.2%; The per capita disposable income of rural residents is 20820 yuan, an increase of 7.8%, and the income gap is still significant.

2.2. Current Status of Social Development in Urban and Rural Areas of Chongqing

Chongqing has made sustained progress in urban and rural social undertakings such as education, healthcare, and social security, but significant regional differences and uneven resource allocation remain important factors restricting the integrated development of urban and rural areas. In the field of education, there are significant urban-rural differences in the quantity and spatial layout of ordinary primary schools in Chongqing. The number of primary schools in rural areas is relatively concentrated, and they undertake the majority of teaching tasks for students in the compulsory education stage. This structure not only reflects the dense distribution of rural population, but also reveals a certain degree of imbalance in the allocation of educational resources between regions. Although the government has continuously increased its financial investment in rural education in recent years, there is still a significant gap between rural schools and urban schools in terms of teacher resources, teaching facilities, and curriculum systems, and the quality of education still needs to be improved. In terms of the medical and health service system, in recent years, the number of various medical and health institutions in Chongqing has continued to grow, and a multi-level service system has been initially established, including hospitals, primary health centers, and community health service centers. However, from the distribution of service capabilities, urban medical institutions still have advantages in equipment conditions, technical level, and professional talents. Rural grassroots medical institutions generally face problems such as limited service capacity and insufficient allocation of medical personnel, and the allocation of medical resources in urban and rural areas shows obvious structural distribution characteristics. In terms of social security system, Chongqing has basically achieved the unity and integration of urban and rural residents' pension insurance and medical insurance system. According to the "Statistical Bulletin of National Economic and Social Development in Chongqing in 2023", the number of people participating in the basic old-age insurance for urban and rural residents reached 11.7497 million, a year-on-year increase of 3.0%. At the same time, the participation rate of basic medical insurance for urban and rural residents remains at a high level, basically achieving full coverage. The coverage of urban and rural residents' pension insurance, minimum living guarantee, and medical assistance systems in the city continues to expand, and the inclusiveness and accessibility of the social security system continue to enhance, providing fundamental support for the coordinated development of urban and rural areas.

2.3. Current Status of Urban and Rural Infrastructure Construction in Chongqing

The level of urban and rural infrastructure directly affects the efficiency of factor flow and the degree of urban-rural integration, and is an important fundamental indicator for measuring regional development coordination. In recent years, significant achievements have been made in the construction of urban and rural infrastructure in Chongqing, but there is still a certain gap in coverage level and service capacity between urban and rural areas. In terms of

transportation, by the end of 2023, the total operating mileage of Chongqing's rail transit will reach 494 kilometers, making it one of the most developed cities in the western region of China's urban rail transit network. The daily passenger volume will reach 3.6324 million, and the accessibility of urban public transportation will continue to improve. At the same time, the density of the city's road network is 226 kilometers per 100 square kilometers, and the total length of highways in operation is 4142 kilometers, effectively supporting the development of the city and regional economy. However, in some rural or mountainous areas, road traffic conditions are still relatively weak, and the hardening rate and maintenance level of some administrative village roads still need to be improved. The convenience of rural residents' travel is still uneven.

2.4. Main Problems Faced by Urban and Rural Areas in Chongqing

The dual structure of urban and rural areas remains the fundamental structural contradiction that restricts the coordinated development of urban and rural areas in Chongqing, manifested in the incomplete elimination of institutional barriers, poor flow of factors, low efficiency of land resource allocation, and insufficient rural financial services.

Although the reform of the registered residence system continues to progress, there is still much room for improvement in the citizenization rate of the urban permanent population. According to the Implementation Plan for Promoting the Quality Improvement of New Urbanization in Chongqing (2023-2025), as of the mid-term of the 14th Five Year Plan, there are still over 2 million migrant agricultural workers in Chongqing who have not achieved full urbanization, involving the equalization of basic public services such as children's education, social security, and housing security. The reform of the land system still faces practical constraints. Although the national level has allowed pilot projects for rural collective commercial construction land to enter the market, according to relevant public data from the Chongqing Planning and Natural Resources Bureau, as of the end of 2023, the proportion of rural construction land entering the market in the city is still less than 5% of the total, and the promotion efforts need to be strengthened. In addition, the problem of long-term idle homesteads and vacant farmhouses in some rural areas is still prominent. The sampling survey data of rural housing in a certain area of Chongqing pointed out that the vacancy rate of rural houses in some remote mountainous areas exceeded 20%, reflecting the difficulty of realizing assetization and efficient utilization of land resources. The mechanism of urban-rural industrial linkage is not yet sound. There is a problem of "path breakage" in the process of extending urban industries to rural areas, with insufficient capacity for rural industries to undertake development, weak infrastructure, and a lack of professional talents, which restricts the development and integration of rural secondary and tertiary industries. The Chongqing Development and Reform Commission pointed out in the "2023 Special Evaluation Report on Urban Rural Integration Development" that the utilization rate of rural industrial parks in some areas is low, and the landing rate of modern agricultural projects is less than 60%. The asymmetric problem of factor flow between urban and rural areas is still evident. Factors such as rural labor, capital, and technology still mainly flow unidirectionally to cities, while urban factors' going to the countryside 'are constrained by institutional barriers and long return cycles. Especially in terms of financial support, the rural financial service system is not sound, and the problems of difficult and expensive loans have long existed. Although Chongqing continues to promote the construction of demonstration zones for integrated urban-rural development and rural industrial parks, according to multiple surveys and policy evaluations, some rural areas still have shortcomings in their ability to undertake industries, manifested in low utilization efficiency of industrial parks, uneven implementation of modern agricultural projects, and the need to improve infrastructure and talent support systems.

3. Analysis of the Relationship between Urban and Rural Development and Expanding Domestic Demand in Chongqing

Expanding domestic demand is a strategic focus for China to cope with external uncertainty and promote high-quality economic development, while coordinated urban-rural development is the core path to unleash domestic demand potential and smooth internal circulation. For Chongqing, an important node city in the western region, the two have a high degree of correlation and synergy. Exploring the interactive mechanism between urban-rural integration and expanding domestic demand in depth can help identify key variables that promote regional coordinated development and provide theoretical support and practical guidance for path selection.

3.1. The Promoting Effect of Coordinated Urban-rural Development on Expanding Domestic Demand

The rural areas of Chongqing have vast consumption potential. For a long time, the consumption ability of rural residents has been constrained by their income level and infrastructure conditions, and their willingness to consume has not been effectively transformed into real needs. By promoting coordinated urban-rural development, strengthening rural infrastructure construction, optimizing industrial structure, and improving farmers' income levels, it will help expand the consumption space of rural residents and unleash the potential for domestic demand growth. The coordinated development of urban and rural industries is an important aspect of overall urban-rural development. The extension of urban industries to rural areas can not only improve the employment absorption capacity of surplus rural labor, but also promote the extension and improvement of the industrial chain, and promote the formation of a complementary industrial ecology between urban and rural areas. For example, in the fields of agricultural product processing, rural tourism, e-commerce logistics, etc., the introduction of urban capital, technology, and management models can significantly improve the marketization and scale of rural industries. This industrial linkage characterized by the integration of "production sales service" has effectively promoted the transformation of rural economy from a primary form to a high value-added form, providing a solid supply foundation for expanding consumption. In addition, the optimized allocation of urban and rural resources will also improve production efficiency and factor flow efficiency. By breaking down institutional barriers between urban and rural areas in terms of land, labor, and capital, it is possible to achieve free flow and optimized combination of production factors on a larger scale, thereby enhancing the production capacity and market supply capacity of the entire region, and providing more sufficient material guarantees for domestic demand expansion.

3.2. Reverse Promotion Mechanism of Expanding Domestic Demand for Coordinated Urban-rural Development

The strategy of expanding domestic demand is not only a goal oriented approach to urban-rural integration, but also a driving force mechanism in practice. Under the policy guidance of expanding domestic demand, Chongqing has increased its financial investment in infrastructure construction, especially in key areas such as transportation, water conservancy, and energy. The investment in rural areas continues to increase. This type of basic investment effectively improves the production and living conditions in rural areas, creates favorable conditions for the physical and economic connections between urban and rural areas, and helps to enhance the economic carrying capacity and attractiveness of rural areas. In the field of social undertakings, the policy of expanding domestic demand also promotes the tilt of public resources towards rural areas and the gradual equalization of basic public services between urban and rural areas. The service systems of education, healthcare, culture, etc. continue to

extend to rural areas, and the construction level of rural schools and health institutions continues to improve. The types and quality of basic public services enjoyed by residents also improve accordingly. The improvement of public service level not only enhances the sense of achievement of rural residents, but also creates conditions for urban elements such as talent and capital to "go to the countryside", thereby promoting the deepening of urban-rural integration in reverse.

3.3. Opportunities and Challenges for Coordinated Urban-rural Development based on Expanding Domestic Demand

Under the dual background of economic transformation and expanding domestic demand, Chongqing faces important opportunities for coordinated urban-rural development. On the one hand, the national policy continues to increase financial and institutional support for the western region and rural infrastructure, modern agriculture, public service system and other fields, providing a favorable policy environment for Chongqing to coordinate urban and rural resource allocation and improve development conditions. On the other hand, with the steady improvement of rural residents' income level and the continuous upgrading of consumption structure, the demand for mid to high end goods and services in the rural market continues to grow, providing new market growth space for enterprises. At the same time, Chongqing's abundant natural resources and diverse geographical ecological environment provide a good foundation for the development of new business models such as characteristic agriculture, ecological industries, and rural tourism. The expansion of these emerging industries not only helps to increase the economic density of rural areas, but also further attracts capital, technology, talent and other factors to flow to rural areas, promoting the integrated development of urban and rural economic systems. However, the coordinated development of urban and rural areas still faces a series of deep-seated challenges. The system and mechanism barriers have not been fundamentally solved, and the dual segmentation of the registered residence registration system, land system, fiscal and taxation system still exists, forming institutional constraints on the flow of factors and resource allocation. In addition, rural areas still face high barriers to accessing production factors such as capital, technology, and talent, with relatively weak development foundations and significant regional development differences, making it difficult to achieve global synergy in the short term. To achieve a positive interaction between urban-rural integration and expanding domestic demand, Chongqing needs to continue to promote institutional reform, strengthen policy coordination, improve infrastructure and public service systems, and build a more balanced and sustainable urban-rural development pattern.

4. Experience and Reference of Coordinated Urban-rural Development at Home and Abroad

4.1. Typical Case Analysis of Coordinated Urban-rural Development in China

As a national pilot zone for urban-rural coordinated development and reform, Chengdu has accumulated rich experience in institutional construction and policy innovation. By building a unified urban and rural registered residence management system, social security system and land transfer mechanism, Chengdu has realized the institutional guarantee of the free flow of basic rights and elements of urban and rural residents. Farmers retain their rural land contracting rights and homestead use rights while working and settling in cities, effectively reducing the institutional costs of urbanization for agricultural migrant populations and enhancing their dual protection of employment and livelihood. In terms of urban-rural industrial integration, Chengdu focuses on leveraging its urban capital and technological advantages, achieving complementary development with rural natural resource endowments,

and forming a new form of industry. Taking Pidou District as an example, relying on the traditional village resources of "West Sichuan Linpan", the local area vigorously develops rural tourism and leisure agriculture, promotes the transformation of farmhouses, the integration of culture and tourism, and the deep processing of agricultural products, creating a new model of rural development with ecological and cultural characteristics, significantly improving the income level of farmers and the overall quality of rural development.

Chongqing has also developed a series of distinctive practices in the coordinated development of urban and rural areas. In terms of infrastructure construction, actively promoting the "Four Good Rural Roads" project has effectively improved rural transportation accessibility and logistics efficiency, and promoted the coordinated development of agricultural production, tourism development, and village and town construction. In terms of public services, Chongqing continues to promote the integration of urban and rural education, implementing a "paired assistance" mechanism between high-quality urban schools and rural schools, and improving the quality of rural education and narrowing the education gap through teacher exchanges, resource co construction, and other means. In terms of industrial development, Tongnan District fully leverages its traditional advantages in vegetable cultivation, builds standardized agricultural bases, introduces modern processing equipment, expands product sales networks, and creates the regional brand of "Tongnan Green Leaf Vegetables", achieving full chain value-added from planting to consumption, significantly driving local farmers' income growth and rural economic quality development.

4.2. Beneficial Experience of Coordinating Urban and Rural Development Abroad

Internationally, some developed countries have formed mature mechanisms and practical achievements in promoting urban-rural integration and narrowing the urban-rural gap, which have reference value for China. The experience of the United States in modernizing agriculture and rural governance is worth paying attention to. Its agricultural production is mainly characterized by scale, mechanization, and informatization, and modern agricultural technology is widely applied, promoting the continuous improvement of agricultural production efficiency. At the same time, the US government has long implemented agricultural subsidies and price support policies to ensure stable income for farmers and enhance their ability to resist market fluctuations. In terms of infrastructure construction, public service facilities such as transportation, water conservancy, electricity, and communication in rural areas of the United States are complete, and have basically achieved homogeneity and standardization with cities, significantly improving the quality of rural life. In addition, the United States attaches great importance to rural community construction, and through a sound community service system and rich cultural life, it has improved the social organization and residents' satisfaction with their lives in rural areas.

Japan has accumulated unique experience in urban-rural coordination and village revitalization. The government encourages urban enterprises to invest in rural areas, develop characteristic industries, and simultaneously improve the level of rural infrastructure through financial subsidies, policy guidance, and other means. In terms of rural culture and ecological resource protection, Japan has implemented the "Village Landscape Protection System", which focuses on the coordination and unity of traditional dwellings, rural landscapes, and natural ecology while developing tourism. For example, multiple traditional villages have promoted the integration of "culture+industry" and enhanced the economic vitality and attractiveness of rural areas by developing homestays, handicraft experiences, and agricultural tourism. In addition, the rural education system in Japan is relatively complete, and rural primary and secondary schools have strong teaching staff and resources, effectively supporting the continuous cultivation of rural human capital.

5. Exploring the Path of Chongqing's Coordinated Urban and Rural Development under the Background of Expanding Domestic Demand

In the context of expanding domestic demand strategy, Chongqing should focus on regional characteristics and development stages, systematically promote urban-rural coordinated development, break down institutional barriers and bottlenecks in factor flow, and build a new development pattern of urban-rural integration, interaction, and internal and external coordination.

5.1. Improve Urban and Rural Planning and Layout, Enhance Urban Radiation and Driving Capacity

Scientific and rational spatial planning is the foundation for coordinating urban and rural development. Chongqing should build a unified, efficient, and sustainable urban-rural spatial pattern based on its mountainous urban characteristics and resource distribution. In urban planning, sufficient ecological and agricultural space should be reserved to prevent disorderly urban expansion from squeezing rural ecology and resources. At the same time, the development of industries, infrastructure, ecological protection, and other aspects in rural areas should be included in the overall planning of urban land space, achieving a coordinated layout of urban and rural integration. Promoting the coordinated development of urban and rural industries is the key to stimulating the vitality of urban and rural economy. Chongqing should strengthen the industrial driving effect of cities on rural areas and promote the development of the entire agricultural industry chain. Relying on the natural resources and labor advantages of rural areas, we will develop industries such as characteristic agriculture, agricultural product processing, and rural leisure tourism, create an integrated chain of "planting, breeding, processing, and circulation", and build an industrial pattern of urban-rural coordination, complementarity, and mutual promotion. By constructing agricultural product processing clusters, guiding urban enterprises to collaborate with rural cooperatives, enhancing the added value of agricultural products, reducing logistics costs, and expanding channels for farmers to increase their income. Improving the quality of urban functions is an important guarantee for enhancing the radiation capacity of cities. We should accelerate the improvement of urban transportation, water and electricity, communication and other infrastructure, optimize urban spatial structure, and enhance urban operational efficiency and factor carrying capacity. At the same time, we should vigorously improve the level of public services such as education, healthcare, and culture in cities, build high-level universities and research institutions, attract innovative resources to gather, enhance the city's ability to attract talents and industries, and further leverage the radiation and driving effect of cities on rural economic and social development.

5.2. Promote Land System Reform and Facilitate Efficient Flow of Urban and Rural Factors

Deepening the reform of rural land system is the key to activating the potential of rural resource elements. Chongqing should improve the system of land contract management rights, homestead use rights, and collective construction land use rights while adhering to the collective ownership of rural land, and explore granting farmers more stable usufructuary rights. By regulating the land transfer market, establishing land trading platforms, and improving the transfer supervision service system, we aim to enhance the efficiency and liquidity of land resource allocation. Gradually establishing a unified construction land market between urban and rural areas is an important path to breaking down barriers in resource allocation between urban and rural areas. According to the principle of "same land, same rights, same price", we should promote the entry of rural collective commercial construction land into the market in accordance with laws and regulations, and broaden its development and

utilization channels. On the premise of meeting the planning requirements, it is allowed to be used for the construction of new projects such as rental housing and rural cultural and tourism facilities. At the same time, establish a fair and reasonable mechanism for the distribution of land appreciation benefits, safeguard the reasonable rights and interests of farmers in the process of land asset appreciation, and enhance the development capacity of rural collective economy.

5.3. Strengthen Infrastructure Construction and Improve the Level of Basic Public Services in Urban and Rural Areas

The construction of rural infrastructure is a prerequisite and support for the integrated development of urban and rural areas. Chongqing should continue to increase investment in rural transportation, water conservancy, electricity, energy and other fields to improve infrastructure accessibility, stability and service capabilities. In terms of transportation, we should optimize the structure of rural road networks, promote the integration of urban and rural public transportation, and enhance the efficiency of personnel flow and logistics between rural residents and cities. In terms of water conservancy facilities, efforts should be made to promote the construction and maintenance of irrigation projects such as small and medium-sized reservoirs and ponds, strengthen water resource management capabilities, enhance the risk resistance of agricultural production, and ensure the safety of rural water supply. In terms of energy, we should accelerate the renovation of rural power grids and the utilization of clean energy projects, promote the entry of natural gas into villages and the resource utilization of biogas, improve the energy consumption structure in rural areas, and enhance the quality of rural life and energy efficiency. The equalization of basic public services is the institutional foundation for achieving urban-rural integration and social equity. Chongqing should continue to increase financial support for rural education, healthcare, culture and other social undertakings. In terms of education, the quality of rural school education is improved through means such as urban-rural teacher exchange and rotation, and online teaching resource sharing. In terms of medical care, efforts should be made to strengthen the construction of township health centers, enhance grassroots diagnosis and treatment capabilities, and improve the hierarchical diagnosis and treatment system. In terms of culture, we should accelerate the construction of rural public cultural service system, enrich the spiritual and cultural life of grassroots people, and enhance rural social cohesion and sense of belonging.

5.4. Deepen the Reform of the Registered Residence System and Steadily Promote the Citizenization of Rural Population

The reform of the registered residence system is the key fulcrum to promote new urbanization. Chongqing should further relax the restrictions on the settlement of agricultural transfer population, simplify the settlement procedures, and improve the convenience of settlement. We will promote the accessibility of basic public services such as education, housing, and social security, and ensure that migrant farmers enjoy equal rights in urban employment, life, and children's education. At the same time, it is necessary to establish and improve the social security linkage mechanism for farmers entering the city, ensuring the continuity of the system and fairness of rights and interests of urban and rural residents in areas such as pension insurance and medical insurance. The government can provide comprehensive support for agricultural transfer population in housing, vocational training, employment and entrepreneurship by establishing special financial funds. Promote the precision and institutionalization of vocational skills training, enhance the urban employment capacity of rural populations, and strengthen their stability and development potential after urbanization.

5.5. Promote Technological Innovation and Industrial Upgrading, Enhance the Endogenous Driving Force of Urban and Rural Development

Technological innovation is the core driving force behind the high-quality development of urban and rural economies. Chongqing should establish a market-oriented and deeply integrated science and technology innovation system, with a focus on supporting the construction of agricultural science and technology innovation platforms and enhancing the technical support capabilities of the entire agricultural industry chain. By establishing a special fund for agricultural science and technology, universities, research institutions, and enterprises are encouraged to jointly carry out research and promotion of new varieties, technologies, and equipment, promoting agricultural modernization and green transformation. At the same time, efforts should be made to cultivate strategic emerging industries such as electronic information, biomedicine, new materials, and new energy around Chongqing's own industrial foundation. By establishing characteristic industrial parks, improving supporting service systems, and introducing innovation support policies, we can attract leading enterprises and high-end talents to gather, forming a radiating and driving effect of urban leading industries on rural areas. Industrial upgrading not only helps to broaden the employment channels for rural labor, but also facilitates the release of rural market demand, promoting positive interaction and structural optimization between urban and rural economies.

6. Conclusion

This article analyzes the path of urban-rural integrated development in Chongqing against the backdrop of expanding domestic demand, and constructs a strategic system for urban-rural integration development from the aspects of spatial structure, land system, infrastructure, registered residence reform, technological innovation, and industrial upgrading. Specifically, it includes optimizing urban-rural spatial planning, promoting optimal resource allocation and industrial synergy; Deepen the reform of the land system, establish a unified urban-rural construction land market, and promote bidirectional flow of factors; Increase investment in infrastructure, address the shortcomings in rural areas, and enhance the level of equalization of public services; Promote the reform of registered residence system and lower the threshold for agricultural transfer population to become citizens; Increase investment in scientific and technological innovation, cultivate emerging industries, and enhance the endogenous growth momentum of urban and rural areas. With institutional innovation and policy implementation, the urban-rural gap is expected to narrow, the quality of life of rural residents will continue to improve, and urban development will become more sustainable. At the same time, Chongqing should actively draw on advanced experiences from both domestic and international sources, explore new paths for urban-rural integration that align with its unique geographical characteristics and industrial needs, and promote deeper urban-rural coordination through institutional innovation. It should contribute the "Chongqing Plan" to the national strategy of expanding domestic demand.

Acknowledgments

Funding: Mayue project for student scientific and technological innovation at Chongqing Polytechnic University of Electronic Technology, "Research on Spatial Differentiation and Influence Mechanism of Asynchronous Growth of Population and Economy in Chongqing County Areas from the Perspective of New Urbanization" (Project No.: 25XJXSCX17).

References

- [1] Li, B. D. (2010). Urban-rural integrated planning: Institutional construction and policy considerations. *City Planning Review*, (08), 61–67. [in Chinese]
- [2] He, L. S. (2010). The transformation of urban-rural dual structure mode and the fairness of institutional arrangements: A path analysis of the transformation of China's urban-rural dual structure mode. *Journal of Henan Normal University (Philosophy and Social Sciences Edition)*, 37(06), 45–49. [in Chinese]
- [3] Liu, Y. S., Yan, B., & Wang, Y. F. (2016). Major issues and transformation strategies of urban-rural development in China in the new era. *Economic Geography*, 36(01), 1–7. [in Chinese]
- [4] Zhang, H. Y., Wang, Q., & Zheng, X. B. (2011). Opportunities, challenges, and responses to urban-rural development under the background of the 12th Five-Year Plan: Also on the tasks, pathways, and typical models of urban-rural coordinated development. *Planners*, (04), 80–84. [in Chinese]
- [5] Li, S., & Yang, Y. X. (2022). Equalization of basic public services towards common prosperity: Action logic and pathway selection. *China Industrial Economics*, (01), 5–22. [in Chinese]
- [6] Macroeconomic Research Institute, National Development and Reform Commission, Ding, Y. Z., Yang, Y. Y., et al. (2008). Promoting the equalization of basic public services in China. *Macroeconomic Research*, (05), 7–12+21. [in Chinese]
- [7] Zhang, Q., & Deng, X. (2017). *Urban development in Asia: Pathways, opportunities and challenges*. Springer, 1–20
- [8] Takahashi, Y., Kubota, H., Shigeto, S., Yoshida, T., & Yamagata, Y. (2021). Diverse values of urban-to-rural migration: A case study of Hokuto City, Japan. *Journal of Rural Studies*, 87, 292–299.
- [9] Suh, J. (2018). Sustainable agriculture in the Republic of Korea. *Sustainable Agriculture Reviews*, 27, 193–210.