

On the Way and Performance Evaluation of New Urbanization Promoting Rural Revitalization

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Abstract: This paper aims to describe and analyze the way and performance evaluation of New Urbanization promoting rural revitalization. Then it studies the ways of new urbanization to promote rural revitalization, points out that the development means of new urbanization are consistent with the general requirements of rural revitalization, evaluates the performance of new urbanization to promote rural revitalization, and finally puts forward the specific policy suggestions of new urbanization to promote rural revitalization, and gives some suggestions on how to promote rural revitalization in the process of new urbanization in China for reference.

1. Introduction

At present, with China's economic growth entering the new normal, the social development framework has been constantly upgraded and optimized. Although we have carried out the work of agriculture, rural areas and farmers for a long time and achieved some results, there are still many shortcomings in the process; and some new problems appear; that's the massive outflow of rural talents leads to the serious hollowing out of many rural areas; it is very difficult for agricultural production to continue to increase income. Therefore, the 18th and 19th National Congress of the Communist Party of China put forward two important strategies of new urbanization and Rural Revitalization respectively, aiming at solving the outstanding problems existing in China's agricultural and rural areas and also providing important paths and means for revitalizing rural economy, society, culture and ecology. Therefore, this paper will combine the two for in-depth research, aiming to find out the important methods to promote the Rural Revitalization Strategy in the process of new urbanization and put forward the ways to guide the sustainable, healthy and stable development of rural areas.

2. Ways of New Urbanization to Promote Rural Revitalization

2.1 Industrial Restructuring and Upgrading

Industry is the substantial power of new urbanization. The integration and upgrading of urban and rural industries is the requirement of new urbanization, which is very consistent with the requirements of Rural Revitalization to achieve industrial prosperity. At present, the main trend of China's rural economic development is still the primary industry, the secondary industry as an

auxiliary industry, and the share of the tertiary industry is not very high, so its employment opportunities are scarce, which directly leads to the loss of a large number of rural labor. Therefore, the new urbanization makes all levels of government departments realize the importance of industrial optimization and upgrading, which will also guide the realization of industrial prosperity.

At the policy level, the new urbanization requires the governments at all levels to seize the advantages of the industry in the county, and to fully position and develop itself. At the same time, the new urbanization also promotes the upgrading and optimization of primary, secondary and tertiary industries, promoting the modernization, mechanization and large-scale production of agriculture; in addition, it encourages the innovation of various scale operation modes, such as family farms, fruit and vegetable ecological parks, professional fishery and agriculture cooperatives to drive the industrial development. This mode changes the traditional way of farmers' land contracting the grain planting. New urbanization accelerates the transformation and upgrading process of the secondary industry from the traditional way to high-tech industry, solves the employment problem of rural surplus labor force, develops more labor-intensive industries and promotes the revitalization of industry; New urbanization pays more attention to the development of the tertiary industry, makes full use of the local location and resource advantages in rural areas and vigorously develops the insurance industry, logistics industry and cultural tourism industry. While promoting the construction of the tertiary industry, the new urbanization promotes the employment rate of the service industry nearby according to the actual needs of farmers, so as to promote the revitalization of the service industry. In order to promote the Rural Revitalization and achieve the requirements of industrial prosperity, new urbanization should be highly carried out.[2]

2.2 Promote the Equalization of Urban and Rural Public Services and Infrastructure

The ultimate goal of new urbanization is to realize the integration of urban and rural areas, and the key point is to achieve the equalization of public services and infrastructure construction for urban and rural residents. From the perspective of rural revitalization, livable is aimed at the improvement of public services and the completion of supporting infrastructure in rural life of farmers. Therefore, the new urbanization is bound to promote the construction of rural livable living environment. [1]

The new urbanization will expand the service scope of education, medical care, culture, employment and other important public services that farmers are mainly concerned about; in this way, it is not only to provide security for urban residents, but also to popularize to the majority of farmers and income groups, so as to form a public service system of urban and rural planning, coordination and integration. First, the new urbanization promotes the comprehensive development of rural science, education, culture and health. The new urbanization provides a large number of talents for its development by promoting science, education, culture and health. It also improves the quality of rural ordinary labor force, enlightens farmers to carry out agricultural production with more scientific means and provides solutions to the problem of farmers' difficulty in seeing a doctor. Second, the new urbanization has improved the rural employment and social security system. The new urbanization focuses on solving the problem of farmers' employment difficulties, improving the rural medical and pension social security system and accelerating the equalization of urban and rural employment rate. In addition, new urbanization also promotes the construction of rural infrastructure, focusing on the improvement and expansion of water, electricity, gas and other important infrastructure, so as to make the countryside livable.[1]

2.3 Focus on Cultural Construction

The development of new urbanization has never forgotten inheriting and developing culture,

which is also in line with the requirements of our party for the development of soft power of economic construction. Innovation and promotion of rural cultural construction is also the new connotation of rural construction given by new urbanization. This is very consistent with the rural civilization of Rural Revitalization.

New urbanization promotes rural cultural construction mainly through three ways. First, new urbanization pays attention to the inheritance and protection of rural traditional culture, fully combining with social development, spreading and protecting the excellent culture produced in the long-term agricultural social development process; Second, the new urbanization is not on paper. It has scientific, reasonable and long-term construction planning, especially in the construction and development of new rural communities. In the process of the new rural community construction, the new urbanization adheres to the development concept of people-oriented, carries on the innovative construction idea of combining the national and local characteristics of the community and earnestly strives for the welfare of the people; Third, the new urbanization has constructed a large number of rural infrastructure and cultural facilities, fully built a new spiritual civilization village, enriched the cultural life of farmers, but also promoted the improvement of the quality of farmers. These measures of new urbanization promote the dissemination and innovation of rural culture and promote the construction of rural spiritual civilization, which is in line with the requirements of Rural Revitalization and the realization of rural civilization. [3]

3. Performance Evaluation of New Urbanization Promoting Rural Revitalization

Although new urbanization can promote various ways of rural revitalization, in this paper, the new urbanization is mainly shown to promote rural revitalization performance evaluation, through the establishment of new urbanization and Rural Revitalization coordination index system and then calculate the urban-rural comprehensive coordination, such as coordination of city's economic development; then it can be proved that the new urbanization and Rural Revitalization can be coordinated with development and promote each other, which naturally can explain the above ways listed above are practical and effective.[3]

3.1 Composition of Coordination Index System of New Urbanization and Rural Revitalization

To study the internal relationship between new urbanization and rural revitalization, there is a systematic work aiming at the analysis of multiple internal factors. These factors should not only consider the distribution and spatial transfer of production factors in the study of traditional urbanization, but also adapt to the current situation and improve people's living conditions, economic and social development, political decision-making orientation, etc. In order to find the research method of the coordinated development degree of new urbanization and rural revitalization, it is necessary to select the representative specific elements from the internal relationship between the two, which can effectively reflect the relationship between urban and rural development. The selected indicators are not stacked together, but according to all aspects of the coordinated development of new urbanization and rural revitalization, it is to specifically reflect their internal relations and form a scientific, objective and comprehensive performance evaluation index system.[2]

The coordinated development of new urbanization and rural revitalization is bound to have an internal relationship at the social level. To promote the steady development of national society, we need to consider the development of urban society and rural society as a whole. Urban society and rural society are not independent, they promote and depend on each other. At the same time, the relationship between urban and rural development is also influenced by many factors. The level of urban development, population mobility, education popularization and other factors are important

factors affecting the social development of urban and rural areas.

3.2 Determination of Economic Subsystem Index

The prerequisite for the coordinated development of new urbanization and rural revitalization is the stable and synchronous development of urban and rural economy. The most important indicator to study the degree of coordination is the urban and rural related economic indicators, because the main way for new urbanization to promote rural revitalization is to promote the integration of urban and rural economic development. The economy and society of a country must be composed of towns and villages, which promote each other and prosper together in the development.

Therefore, the economic coordination degree of the coordinated development of new urbanization and Rural Revitalization to reflect the economic coordination relationship. The fundamental purpose of the period of economic growth and social development brought about by the coordinated development of new urbanization and rural revitalization is to improve people's living standards and quality, accelerate the construction of a socialist modern power. The life of urban and rural residents includes many aspects, including clothing, food, housing and transportation. This paper analyzes the coordinated development degree of new urbanization and Rural Revitalization from the aspects of people's living standard in the development of new urbanization and rural revitalization and comprehensively evaluates the coordinated development level of urban and rural economy in the study area by selecting scientific and reasonable indicators.

4. Conclusion

This paper puts forward the ways of Rural Revitalization and performance evaluation of New Urbanization to promote Rural Revitalization. Rural Revitalization does not mean that we only attach importance to the development of rural areas. We should give full play to the leading role of regional central cities and towns to lead rural areas to the road of scientific development. In order to promote the coordinated development of new urbanization and rural revitalization, we should establish a standardized urban-rural network system, plan a new urban system with appropriate scale and reasonable layout. In other words, in the process of planning a scientific urban system, we should pay attention to the hierarchy of its development. Then, the overall planning of urban and rural cultural undertakings is an important connotation of new urbanization, but also the internal demand of Rural Revitalization. Culture shows the national cohesion, as well as the overall planning of urban and rural culture, is an important guarantee for the unity of urban and rural residents.

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