

# *Research on Future Rural Construction of Common Prosperity Demonstration Area in Zhejiang Province from the Perspective of Multifunctional Theory*

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**Abstract:** As the basic unit of the modernization of common prosperity in Zhejiang Province, the future countryside will provide rich theoretical materials and vivid practical examples for the future development of rural construction and the ideological connotation of common prosperity. From the perspective of multifunctional theory, this paper finds that the future countryside of Zhejiang Province in China is a new type of rural co-wealth unit with high-level coordination of production function, living function, ecological function, cultural function and governance function, which has the characteristics of multi-function evolution. This paper takes future rural construction in Jinhua as a case to summarize its multi-functional evolution pattern and provides theoretical and practical suggestions for other future rural construction.

## 1. Introduction

In June 2021, in the Implementation Plan of Zhejiang High-quality Development and Construction of Common Prosperity Demonstration Zone (2021-2025), it proposed to "vigorously build common prosperity modern basic units" and "carry out future rural construction pilot projects". In January 2022, Zhejiang Province issued the Guiding Opinions on carrying out future rural construction, which clarified the overall requirements, work system, policy system and evaluation system of future rural construction. After a period of establishment, a total of 275 future countryside has been built in Zhejiang province. The construction of the future countryside covers nine scenes, which not only reflects the iterative upgrading requirements of beautiful countryside, but also provides a path choice for the common prosperity and modernization of rural areas.

Rural Multifunctionality theory originated from the agricultural multifunction theory in European countries. Different studies evaluated the productive and non-productive functions of agriculture [1,2]. Scholars also studied the classification of rural multi-functions, rural functions were summarized into economic functions, environmental functions, residential functions and leisure and entertainment functions [3]. Rural development includes not only agricultural production function, but also social function and ecological function [4]. The Opinions on

Implementing the Rural Revitalization Strategy (2018) pointed out that "accurately grasp the scientific connotation of rural revitalization and excavate the multiple functions and values of rural areas." It can be seen that the guiding principles of the rural revitalization strategy are consistent with the core connotation of the rural multifunctionality theory.

Under the background of the establishment of common prosperity demonstration zone in Zhejiang Province, based on the perspective of rural multi-function theory, this paper tries to analyse the multifunction characteristics of future countryside and summarise the experience and mode of future rural construction in Zhejiang Province.

## **2. Literature Review**

### **2.1. Future Countryside**

Scholars first discussed the definition of the future countryside. The concept of future countryside can be divided into broad sense and narrow sense, future countryside is a new rural functional unit representing the direction of agricultural and rural modernization with Chinese characteristics [5]. Starting from the vision of agricultural and rural modernization, the future countryside would be the "four-high" countryside with agricultural production space, innovation and entrepreneurship space, living space and ecological space [6]. With practical exploration, the concept of future countryside will continue to update, evolve and even iterate in the future [7]. It can be seen that the concept of future countryside can be divided into broad sense and narrow sense. The future countryside in a broad sense represents the future development direction of the countryside and reflects the vision of agricultural and rural modernization, while the future countryside in a narrow sense is understood as a new rural functional unit, a new rural community or a rural space with future characteristics. The future countryside studied in this paper adopts a narrow definition.

### **2.2. Rural Multifunctional Theory**

Under the background of rural revitalization, the theoretical research on rural multi-function has begun to rise in China, and many scholars have carried out case studies on the connotation, evolution, spatial optimization, evaluation and revitalization path of rural multifunction. The rural multifunction theory was developed from the multifunction agriculture theory [4]. Rural functions were consisting of ecological and environmental functions, economic functions, social and cultural functions from the perspective of combining functions and attributes [8]. The goals, paths and countermeasures of China's agricultural and rural diversified development from a functional perspective was discussed [9]. An evaluation index system of rural revitalization was construct by introducing multifunctional agriculture theory [10]. From the perspective of production-living-ecological function theory, there was a interaction mechanism between the evolution of rural multi-functions and the transformation of rural settlements [11]. All the above studies believe that rural areas have multiple functions and provide a new paradigm for industrial development, rural governance, cultural inheritance and ecological conservation.

However, there are few studies on the multi-functionality of the future countryside. Through the analysis of the construction idea of "one integration, three modernization and nine scenes" in Zhejiang's future countryside, it can be seen that the future countryside integrates production, life, ecology, culture and governance and other functions. This research on the multifunction of future countryside can provide new ideas for the iterative upgrading of beautiful countryside in Zhejiang Province, and contribute to the study of new rural forms under the idea of common prosperity.

### 3. Multifunctional Characters of Future Countryside

In 2022, There was a goal of rural development to stabilize and increase agricultural output, steadily increasing farmers' incomes, and stabilizing and peaceful rural areas, which encouraging local governments to expand the multiple functions of agriculture and tap the diversified values of rural areas. In these policies, the multifunctional and pluralistic values of the countryside are explicitly presented and valued. In the process of building a common prosperity demonstration zone, Zhejiang puts forward the concept of future village, which should be a new rural common prosperity unit with multi-functional and high-level coordination.

Based on the multi-functional perspective, the multi-functional characteristics of future countryside can be divided as follows (Table 1).

Table 1: Future rural multi-functional classification system

Primary Function	Secondary Function	Description
Production Function	Supply Function of Agricultural Products	The ability to secure grain and other agricultural products
	Modern Agriculture Function	Ecological agriculture, leisure agriculture, smart agriculture and other modern agriculture
	Integration Function of Three industry	Homestay, e-commerce, health care, cultural innovation and other rural new industry chain
Ecological Function	Ecological Conservation Function	Ability to maintain and improve rural ecological system
	Ecological Transformation Function	Implement the concept of “Two Mountains” theory and Ecological compensation mechanism
	Ecological Cycle Function	Low carbon or zero carbon technology application and renewable energy development
Living Function	Residents' Living Function	Living environment and 15 minutes of happy life circle
	People's Livelihood Security Function	Health care, education, employment, social security and other people's well-being
	The Public Service Function	Transportation, communications, sanitation, water and electricity, security and other public facilities
	Social Interaction Function	Neighborhood, social atmosphere
Cultural Function	Cultural Inheritance Function	Inheritance of local culture and construction of spiritual home
	Cultural Communication Function	Interconnecting and integrating rural cultural industry system
	Public Charity Function	Social welfare and charity culture
Governance Function	Mass Governance Function	Governance leadership, villagers’ co-governance, digital empowerment co-governance, etc.
	Community Building Function	Social relations construction, social order and community cohesion formation

The production function of the future countryside. The supply guarantee of grain and other agricultural products has always been the top priority and the primary task of agricultural and rural modernization. Supporting modern agriculture such as ecological agriculture, leisure agriculture and smart agriculture through capital, technology and talents can give agriculture higher production value. In addition, the integration of new industries such as characteristic homestay, forest health

care, e-commerce, and cultural creativity with agriculture enables the high added value of future rural production functions to be reflected.

The ecological function of the future countryside. Focusing on the future rural ecosystem, the function of ecological conservation, ecological transformation and ecological circulation will be exerted. Ecological conservation means maintaining and improving the ecological environment, protecting soil, water, air and other natural resources, pollution control and ecological protection, and beautiful natural scenery is the unique charm of rural areas. Ecological transformation is to activate ecological capital, develop green agricultural products and ecological agriculture, introduce ecological compensation mechanism, and play the monetary function of ecology under the guidance of the concept of two mountains. Ecological cycle is to reduce the loss of energy through the utilization of low-carbon technology, zero-carbon technology, solar and wind energy and other renewable energy, the transformation of agricultural waste resources, and realize the coordinated development of ecological functions and other functions.

The living function of the future countryside. It focuses on putting people first, creating a sense of security and happiness for farmers in terms of residents' lives, ensuring people's livelihood, providing public services, and social exchanges. The picture of the future countryside is reflected in the clean and beautiful village environment, beautiful and practical farm houses, reasonable layout of shopping, catering, finance, telecommunications and other businesses, harmonious neighborhood relations, and friendly social atmosphere. In particular, ensuring people's livelihood and public services have always been difficult issues for rural areas in the past. In the future, rural areas must make up for their shortcomings and build livable villages that live and work in peace and contentment.

The cultural function of the future countryside. Culture is the most charming, attractive and recognizable symbol to show the picture of a prosperous and beautiful society together [12]. The inheritance of local culture, the transmission system of rural culture and charity will inject cultural strength into the spiritual home of rural areas in the future. The function of rural cultural inheritance is reflected in the protection and excavation of rural cultural heritage and traditional local culture. For example, the charm of Jiangnan in the future countryside of Zhejiang is the embodiment of locality. To build an interconnected and inclusive rural cultural communication system, that is, to integrate digital technology into the whole process of cultural communication, integrate creation, interpretation, display and sharing, and carry out innovative presentation and three-dimensional communication through all media channels. The charity function reflects the humanistic care of being kind and helping vulnerable groups. In the future, the countryside will cultivate a philanthropic culture of sharing and prosperity through education, publicity and voluntary activities, which will contribute to the rural governance function.

The governance function of future countryside. The future rural areas in Zhejiang should fully improve the governance capacity to promote the rural governance system combining autonomy, rule of law, rule of morality and rule of wisdom on the basis of the existing governance grid, and empower the governance information platform, government service function and comprehensive governance platform with digital. Secondly, the governance function also reflects the construction of future rural communities. In the process of construction, the social relationship of the future rural community continues the original rural neighborhood relationship, and integrates the concept of culture and governance, which helps to establish social order and form community cohesion, and also returns to the core of "people-oriented".

It can be seen that the multifunction of countryside in the future are both focused and mutually coordinated, and different countryside need to combine multi-functions according to their own characteristics.

#### 4. Multifunctional Mode of Future Rural Construction in Zhejiang: A Case Study of Jinhua District

Table 2: Sample cases of future countryside in Jinhua district

Number	Cases	Major Industries	Typical Case of Construction
1	Huayuan Village, Nanma Town, Dongyang City	Biology and medicine, new energy and new materials, rosewood furniture and wood products, new building materials and construction, cultural tourism and education and health	"Smart Garden" project, smart agriculture cloud platform, Zhesi Garden App, garden code
2	Gangyao Village, Yiting Town, Yiwu City	ancient pottery, study tourism	"Smart health Station", "Travel in Gangyao", Governance bus
3	Yanggang Village, Youbu Town, Lanxi City	Agriculture, shared countryside, study tourism	Application scene of "Eight Rooms, Four views, Two Centers and one Auditorium", "My Home"
4	Daling Village, Luodian Town, Wucheng District	Agricultural tourism, ecological tourism	"One auditorium, five centers, six platforms, courtyard Spaces" multi-scene exhibition space
5	Xia Zhangjia Village, Zhuma Countryside, Wucheng District	Planting of flowers and seedlings	Future rural digital brain, smart parking lot, smart monitoring, smart seedling system
6	Beishankou Village, Chisong Town, Jindong District	Buddhist planting, e-commerce, tourism	Modern Buddhist planting base, 5G+ smart agricultural system
7	Dongye Village, Yuandong Township, Jindong District	Peach agriculture, Shi Guangnan cultural brand	Health management station, elderly activity center, home care center, children's fun play center
8	Dudu Village, Nunbu Street, Lanxi City	Study god culture, study tourism	Fengshan Wisdom Museum, cultural and creative life Museum, six arts Museum, moon Xuan
9	Cailu Village, Chengdong Street, Dongyang City	Sharing the Countryside	"Intelligent Cailu" cloud platform, "Cailu Yanxuan" brand
10	Fenshuitang Village, Chengxi Street, Yiwu City	Red culture tourism	Yixin European import goods direct sales center, Lotus Pond moon homestay, field market
11	Longtouzhu Village, Yiting Town, Yiwu city	"Rice and shrimp rotation" new agriculture, red plum culture	Hongmei Index, Hongmei Moral Bank, Hongmei coin
12	Dachen Village, Qiancang Town, Yongkang City	Homestay catering, leisure ancient lane, characteristic blocks, paddy field farming	Neighborhood center, future pastoral park, 5G easy post station, seventh space
13	Shanghe Village, Dafan Township, Pujiang County	Homestay, Tourism	The theme of "Poetry on the Shanghe, Life on the cloud" includes 18 standard scenes and 25 optional scenes
14	Tantou Village,	Wetland ecotourism, cultural and	Rural governance

Number	Cases	Major Industries	Typical Case of Construction
	Lutan Town, Wuyi County	creative industries	
15	Huaxi Village Anwen Street Pan'an County	Forest health care, homestay industry	Integration of landscape and countryside, "4+5" creation mode
16	Hushang Village, Jianshan Town Pan'an County	Medicine industry, health care tourism	Digital health hotel, neighborhood sports center, shared transportation station, palm medical, village affairs digital platform, "Shanghai family" leisure and health treatment base

In recent years, Jinhua has continuously promoted the construction of future countryside and designed the "12820" creation system. Among the 275 future countryside listed in Zhejiang Province, Jinhua has a total of 25, accounting for nearly 10 percent of the province. What are the characteristics of future rural construction in Jinhua? From the perspective of multifunctional theory, this paper summarizes and refines the multifunctional evolution mode of future countryside construction in Jinhua with case study method.

Case studies emphasize detailed scenario analysis of a limited number of events and relationships, which can present key concepts and interrelationships [13]. The criteria for case selection in this paper are as follows: first, the selected cases are all future villages in Jinhua City; Secondly, Secondly, it focuses on the selection of villages with distinctive rural characteristics, obvious construction results and easy observation and research. Finally, a total of 16 Jinhua future rural case samples were selected, including Huayuan Village in Nanma Town, in Dongyang City, Guanyao Village in Yiting Town, Yiwu City, and Yanggang Village in Youbu Town, Lanxi City. For specific information, see Table 2. The data in this paper come from public government information, media materials such as newspapers and networks, and field study.

#### 4.1. The Diversification Mode of Production Function

The diversification of production functions is reflected in the transformation from the traditional single supply function of agricultural products to multiple production functions such as non-agricultural production, modern new agriculture and rural tourism. Diversification of production functions is the economic basis for rural construction and development. By increasing the collective economic income of villages and the per capita disposable income of villagers, it plays the role of "the first rich drives the latter rich, and the village is prosperous together".

Huayuan Village of Dongyang City has successively established village factories, township enterprises and high-tech enterprises. Relying on six industries of biology and medicine, new energy and new materials, military-civilian integration and new driving force, rosewood furniture and wood products, new building materials and construction, cultural tourism and education and health, it has formed a diversified industrial integration development mode of "industrial village, commercial village and beautiful village". Xiazhanjia Village, Wucheng District, takes camellia planting as the leading industry, while Beishankou Village, Jindong District, takes Buddhist hand planting as the leading industry. Through the introduction of intelligent monitoring, intelligent seedling and other digital technologies, the camellia industry and Buddhist hand industry are combined with e-commerce, tourism, cultural and creative industries, so as to expand the industrial chain to form aggregation benefits and create a modern agricultural production mode. Cailu Village of Dongyang City has established the "Smart Cailu" cloud platform to improve rice productivity through agricultural Internet of Things and mechanization technology, build landscape nodes based on shared rural areas, create the brand of "Cailu Yanxuan" agricultural products, improve the added

value of agricultural products, and create a rural complex model integrating agriculture, culture and tourism. The diversification of production functions has constructed multiple scenarios of future industries in rural areas and given rise to new agricultural management methods.

#### **4.2. The Symbiotic Patterns of Ecological Functions**

The mode of ecological function symbiosis is reflected in the relationship coordination between rural ecological protection and utilization. It attaches importance to the protection of ecological resources and the planning of village ecological environment landscape, and uses wisdom as a means to transform ecological resources into advantages of economic growth, so as to realize the harmonious symbiosis between human and nature.

Relying on the unique location of Jinhua Mountain range, Daling Village, Wucheng District, carries out activities such as cycling and art collection. While beautifying the village environment, it introduces characteristic homelike accommodation, builds beautiful courtyard space, creates "romantic" theme culture, and forms the development mode of "ecology + homelike accommodation + community". Huaxi Village in Pan 'an County adheres to the development mode of "integration of scenery and villages", relies on the natural environment of Dapan Mountain National Nature Reserve, mobilizes villagers to open rural tourism and homely accommodation, and creates characteristic cultural and tourism industry, highlighting the concept of future rural ecological transformation and ecological prosperity. Relying on the advantages of forest health care, Hushang Village, Panan County launched the "Shanghai Family" leisure and health treatment project, created pharmaceutical garden culture, encouraged villagers to set up pharmaceutical garden-themed rural tourism, and formed the development mode of "ecology + health care". Tantou Village in Wuyi County has formed a development mode of "ecology + art + culture and innovation" by revitalizing wetland ecological resources, repairing ancient buildings in Ming and Qing Dynasties, and introducing cultural and innovation enterprises. It can be seen that the concept of ecological symbiosis in the future countryside is the due meaning of beautiful countryside, and it is also the root of the economization of ecological resources.

#### **4.3. The humanized Model of Living Function**

The ultimate purpose of the construction of the nine scenes in the future countryside is to realize a better life in the countryside. The design of the 15-minute life circle, the fitness circle and the 20-minute medical circle all reflect the core concept of people-oriented. The humanization of life function is reflected in the future rural residents' sense of gain and happiness in residents' life, people's livelihood security, public services, neighborhood relations and other aspects.

Dongyang Huayuan Village has created public services for urban-rural integration, provided villagers with 31 living security benefits such as housing, education, medical care and transportation, developed the "Zhili Garden" APP, and used mobile Internet to provide villagers with living convenience. Dongye Village, Jindong District, will pay attention to the vulnerable groups of "one old and one small" in the future rural construction, transform the activity center for the elderly, set up health management station, home care center for the aged, children's fun play center, and improve the "good medical scene" and "care scene". Shanghe Village in Pujiang County creates a livable environment and harmonious neighborhood relations through rural garbage classification and treatment, sewage treatment, popularization of sanitary toilets, and village greening coverage. The local "poet town" drives the development of tourism industry, reflecting the theme of "poetry on Shanghe, life on the cloud".

#### 4.4. The Innovation Empowerment Mode of Cultural Function

The empowerment of cultural function innovation is reflected in inheriting and activating traditional rural culture, enhancing the value of rural cultural industry through cultural creativity, promoting the integrated development of agriculture, culture and tourism through digitalization, constantly enriching rural public cultural life, and promoting people's spiritual prosperity.

Dudu Village of Lanxi City has a profound history and culture. Based on the cultivation culture and ancient village architecture, the village revitalizes the "Study God culture", creates study-themed tourism with agricultural characteristics, introduces homestays and young maker studios, and further builds the brand of Dudu. Fenshuitang Village, Yiwu city, takes red culture as the core, revitalizes red culture resources, cooperates with universities and banks to establish red education and teaching bases, sets up "Orange Heart and Green Innovation" common wealth workshop, and creates the brand of "source of Truth taste and belief". Dachen Village, Yongkang city, promotes the development of agriculture and cultural tourism industry with the homelike industry. Combined with the legend of Shundi's farmland and mountain riding, Dachen Village has created agricultural products brands such as "Shun Taro", "Shun Ti", "Shun rice" and "Shun lotus", revitalized idle assets and resources in the village, transformed into homelike catering, cafe, camp and characteristic street, and created the "slow life" brand of Dachen Village.

#### 4.5. The Digital Model of Governance Function

The digital mode of governance function is mainly reflected in the application of digital technology in front-line governance scenarios such as villagers' affairs and rural community construction in the future countryside, forming rural governance decisions through the integration of information and data, and providing efficient, convenient and intelligent services.

Longtouzhu Village, Yiwu City, developed the "Yiwu Smart Village Community" system platform, created the "Hongmei Index" grass-roots governance system in practice, and incorporated the "Hongmei Index" into the bank financial credit system, constantly expanding application scenarios and promoting the digitalization of rural governance. The application scenario of "eight rooms, four views, two centers and one auditorium" was constructed in Yanggang Village of Lanxi City. All data were summarized into the digital brain "Future Rural Cockpit of Yanggang Village" for analysis and feedback, so as to improve efficiency with wisdom. Ganyao Village of Yiwu City has established a digital governance system of "Governance construction and microgrid", set up governance content of "Hemei Index" and "Hemei Family", collected data information into the rural brain of "Ganyao Digital Cockpit", developed digital application of "three ends and one platform", and built an intelligent linkage governance system.

### 5. Conclusions and Discussion

Based on the multi-functional theory, this paper finds that the future rural construction proposed by Zhejiang Province should be a new rural co-prosperity unit with multi-functional high-level coordination. The production function, living function, ecological function, cultural function and governance function of the future countryside are also analyzed. Zhejiang has formed a number of replicable and extendible cases of rural co-enrichment in the future rural construction. This study selects the future countryside in Jinhua District for case study, and extracts the diversification mode of production function, the symbiotic mode of ecological function, the humanistic mode of life function, the innovative and enabling mode of cultural function and the digital mode of governance function.



In order to further promote the future rural construction in zhejiang province, give play to the role of the future common prosperity in the countryside demonstration, this study proposed the following development Suggestions: First, The future rural construction should highlight the guidance of planning, formulate the future rural construction and development plan, take the digital-intelligence experience of a better life as the core, optimize the layout of production, ecology, life, culture and governance functions, and realize the coordination among all functions. Secondly, Adopt diversified future rural development models according to local conditions, fully tap the multi-functional value of future villages, give full play to local resource advantages, create future rural characteristic scenes, and achieve differentiated development.(3) Gather various forces to mobilize rural sages, entrepreneurs, local villagers and young makers to participate in future rural construction, attach importance to the introduction and allocation of talents, and provide talent support for rural construction.

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