

Research on the Rural Revitalization Strategy under the Background of the New Normal of Economy

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Abstract: With the continuous development of China's economy, China has entered a new normal of economy. Under the current situation, China has vigorously carried out the strategy of rural revitalization, which has promoted the smooth progress of China's rural economy scientifically and efficiently. However, we should also realize that while carrying out the strategy of rural revitalization, there are still various problems in the development of rural economy in our country. This thesis systematically expounds the main content and significance of the rural revitalization strategy, and explains the content of the new economic normal. In addition, starting from the current situation of rural economic development in China, this thesis points out the main problems existing in the development of rural areas in China, and in view of these problems, combined with the specific National Conditions of our country, puts forward the corresponding solutions. The author hopes that this thesis can give some reference to some scholars who study the development strategy of rural revitalization under the background of the New Normal of Economy.

1. Introduction

China has a vast territory, most of which are rural areas, and the level of development of different rural areas in our country is also different, which makes it impossible for some rural areas in remote areas to enjoy the welfare policies issued by the state. This has seriously restricted the level of rural economic development in these areas. At the same time, some rural areas in remote areas are unable to get in touch with the advanced modernization model because of their geographical location, which has become one of the main constraints to the development of rural economy in remote areas. However, with the vigorous implementation of China's rural revitalization strategy, the national rural policy has gradually realized unification, which is undoubtedly a great opportunity for the development of rural economy in different regions of our country.

2. Theoretical Basis

2.1 The Definition and Content of the New Normal of Economy

The new normal of economy refers to the sustainable development model of economy based on the symmetry of economic structure, which also covers the mode of sustained and stable economic growth. At the same time, what we often call the "new normal", it not only emphasizes the adjustment of the economic structure, it also emphasizes the stability of growth, but it does not emphasize the total amount of the economy. In other words, the two key words of the new economic normal are "growth" and "development", which emphasize growth for development and development for growth [1].

To put it simply, the "normal" in the New Normal of Economy refers to the "regular state" or "stable state" in the course of the operation of an economy. It is clear that the "normal" of the new normal of the economy refers not to a point, but to a continuous period or stage of the concept. On the basis of this, we will analyze the "new" in the "new normal" of the economy. From the meaning of "new", it must be relative to the old, that is, relative to a certain historical period or historical stage

of economic operation. At present, with the continuous progress of human society, there are still many problems in the development of human society and economy, and there are also many influencing factors [2]. Whether from a dimensional point of view, or from a certain connotation or form, these influencing factors will continue to appear again and again, but this is not a completely simple repetition. Moreover, from this point of view, the "new normal" of the "new economic normal" refers to the state of the economy that is different from that of the previous period or stage. In other words, if an economy is stable and stable for a period of time, this is the "new normal of the economy".

2.2 The Main Contents of Rural Revitalization Strategy

The report of the 19th CPC National Congress also pointed out that at present, the problems of agriculture, rural areas, and farmers are closely related to the fundamental problems of our people. Therefore, the problems of agriculture, rural areas and farmers are all important issues in the current social development of our country, and it is also one of the main tasks of the work of the whole Party. At present, China needs to vigorously build rural revitalization development strategy.

At the same time, China must also give priority to the development of agriculture and rural areas, and adhere to the dominant position of farmers at all times. Moreover, our country should adhere to the revitalization and development of rural areas in an important position, and continue to promote the integration of urban and rural development. At the same time, in adhering to the strategy of rural revitalization and development, China must also adhere to the basic principle of harmonious coexistence between man and nature. It is worth mentioning that in recent years, China has also been strengthening the basic work of rural grass-roots, which is also an important link in the strategy of rural revitalization and development [3].

Countryside is a common noun in people's daily life, which refers to a lower complex, which has natural, social and economic characteristics, and is rich in functions. There are production functions, such as life function, ecological function and cultural function and so on. Because of the vast area of rural areas in China, the rural economy has a great impact on the economy of our country.

At the same time, the strategy of rural revitalization is also closely related to the construction of a beautiful China. It is worth mentioning that the rural revitalization strategy can also continue to promote the spread of China's excellent traditional culture, and fundamentally optimize and adjust the contemporary social governance structure of our country. There is no doubt that vigorously carrying out the strategy of rural revitalization can enhance the economic development of the whole society and promote the prosperity of the people of all ethnic groups in our country.

3. The Present Situation of Rural Development

3.1 Incomplete Reform of the Land System

After a long period of unremitting efforts, the process of land reform in China has gradually accelerated. However, at present, there are still serious problems of land system in rural areas of our country. These problems have undoubtedly had a negative impact on the development of rural economy under the normal state of the new economy. On the one hand, these more serious land system problems have a great impact on farmers' willingness to transfer land. Under the current background, our country in the land system knowledge carries on the elaboration to the land expropriation compensation standard, but does not do too much description to the scope of land expropriation [4]. On the other hand, the confirmation and determination of land ownership, land use right and other rights in our country has not been put into practice.

3.2 Imperfect Household Registration System

On the one hand, the household registration system, which is currently being implemented, makes the problem of different pay for equal work occur frequently between the rural household registration labor force and the urban household registration labor force. Moreover, compared with the urban labor force, the rural labor force enjoys less social welfare and receives lower wages. On

the other hand, the household registration system currently being implemented fundamentally separates urban residents from rural residents. This has also led to the emergence of a dual structure in urban and rural areas in many areas, such as the financial field, the medical field and the field of providing for the aged and so on. There is no doubt that it has not only caused a great hindrance to the overall development of the whole countryside, but also dealt a blow to the enthusiasm of the rural labor force [5].

3.3 Unscientific Fiscal and Taxation System

At present, China is still constantly optimizing and upgrading the reform of the fiscal and taxation system, but the tax-sharing system is still the main mode of the current fiscal and taxation system in our country. On the one hand, the implementation of the tax-sharing system, so that many local governments have a lower source of income, which increases the tax revenue in rural areas. Moreover, due to the large financial burden of local governments, they are unable to vigorously support the development of local rural economy, and even some local governments are seriously lack of funds, thus encroaching on local rural subsidies. On the other hand, the implementation of the tax-sharing system has fundamentally reduced the investment in the local rural areas, which will undoubtedly hinder the development of the local rural economic level. Therefore, the lack of scientific finance and taxation system in China is one of the serious problems in the current rural development.

3.4 Lower Agricultural Productivity

In the environment of the new normal of economy, China's rural industry is in the stage of transformation, and a large number of rural labor force into the city, which also leads to a small number of rural labor force. Therefore, under the current situation, it is imperative to improve the comprehensive quality of rural workers and agricultural productivity. In recent years, China has been vigorously promoting the development strategy of rural revitalization, which has also led to the continuous improvement of the level of agricultural modernization and the gradual improvement of agricultural productivity [6]. However, we also need to be deeply aware that, compared with agricultural developed countries, China's agricultural production technology is still at the primary level, which restricts the improvement of China's agricultural productivity and makes the stamina of China's rural economic development insufficient.

4. Countermeasures for Rural Revitalization and Development under the Background of the New Normal of Economy

4.1 Promoting Land Reform

Because the rural land reform in our country is not thorough enough, under the background of the new normal of economy, if we want to develop the rural economy, we must promote the land reform in our country. First, our country must make clear the land property right system, refine and perfect the rural land use right circulation regulation. Because if there is no clear relationship between land property rights and land ownership, it will greatly reduce the efficiency of land transfer. In this way, it is difficult to give full play to the advantages of land scale management in China, which hinders the development of agriculture and other rural industries under the new normal of economy. Second, improve the land management rights and homestead circulation mechanism. Under the background of the new economic normal, if we want to face the new challenges existing in the current rural economic development, we must make full use of the rural factors of production and labor [7]. At the same time, China must also vigorously implement the rural land rights registration system, constantly refine and improve the provisions and mechanisms of land contract rights and residential land use rights.

4.2 Perfecting the Household Registration Management System

At present, the household registration management system in China is still not perfect. Therefore, under the background of the current the New Normal of Economy, if our country wants to develop the rural revitalization strategy fundamentally, we must deepen the reform of the current household registration management system to prevent the negative impact on the transfer of rural labor force. With the development of China's economy, a large number of rural labor force into cities and towns, at the same time, in the context of the new normal of economy, the influx of rural labor force into cities and towns is still a trend. Therefore, in view of the current situation of rural labor transfer, our country must carry on the corresponding reform to the population management system to avoid affecting the supply of rural labor force. At the same time, China must also protect the legitimate rights and interests of the rural labor force transferred to cities and towns [8].

4.3 In-depth Reform of the Fiscal and Taxation System

Due to the unscientific fiscal and tax system in China, the development of rural areas in China is relatively slow under the background of the new normal of economy. Therefore, on the one hand, our country must increase the financial revenue of the local government and expand the financial power of the local government, so as to urge the local government to vigorously support the economic development of the local countryside. On the other hand, China must also make clear whether the formulation of rural development goals by local governments is reasonable and scientific, and whether it can give full play to the role of market regulation.

4.4 Improving Agricultural Productivity

Because of the low productivity of rural agriculture in our country, there is still a big gap between our country and the agricultural developed countries. If our country wants to shorten the gap in agricultural production with the agricultural developed countries, there is no doubt that it is the inevitable choice and the only way for our country to vigorously improve the agricultural productivity in the rural areas of our country. On the one hand, to improve agricultural productivity, it is necessary to attract more high-quality agricultural talents [9]. Therefore, China should vigorously improve the current treatment of work in rural areas, so as to attract more professionals to develop and build rural areas. On the other hand, in order to fundamentally improve the agricultural productivity in rural areas, we must vigorously improve the infrastructure in rural areas, purchase a large number of advanced agricultural production equipment, and realize the modernization of agriculture in rural areas.

5. Conclusion

To sum up, with the rapid development of China's economy, China has gradually entered a new economic normal. At the same time, China has also put forward the strategy of vigorously developing rural revitalization. There is no doubt that this poses a great challenge to the current model of rural economic development in China. In addition, due to the vast territory of our country, the geographical restrictions are also large, which leads to a large gap between different regions of our country, therefore, there is also a large gap in the mode of rural economic development between different regions of our country. At the same time, through investigation and research, the author finds that in China, rural areas in developed areas can enjoy more of the support of national policies. However, for those rural areas in remote areas, they can enjoy less support from national policies, which is the main reason why the current rural economic development model in remote areas in China has been at a standstill. However, with the vigorous implementation of the rural revitalization strategy, China's rural economic development is constantly moving towards a unified state. At the same time, with the vigorous implementation of China's rural revitalization strategy, more and more rural industries begin to move towards modernization, and a number of high-quality innovative talents continue to emerge in our country. Therefore, we firmly believe that under the background of the current new economic normal, it is scientific and feasible for our country to vigorously implement the strategy of rural revitalization and development.

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