

# Path Innovation of Rural Sustainable Development under the Background of Rural Revitalization

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**Abstract:** Facing the reality of urban-rural dual structure, urban-rural isolation, and large gap between urban and rural areas in China, in order to achieve the goal of “building a well-off society in an all-round way” put forward by the 16th National Congress of the Communist Party of China, the government, the non-governmental organizations, research institutions, experts and scholars all believe that the emphasis and difficulty lie in the rural areas, which urgently need to be developed. Village tourism is actively guided by national policies and widely participated by the society. Since the reform and opening up, rural tourism in China has developed rapidly. China Academy of Social Sciences named 2016 as “the first year of the great rural era” in China in the Report of China Rural Tourism Development Index. On this basis, we will continue to improve rural infrastructure construction, strengthen rural ecological protection and cultural resources utilization, and provide necessary policy support and organizational management. We will start with simple building renovation, improve the internal development model of the countryside, build a fast connectivity path between the countryside and the city, and try to explore a rural sustainable development path that is highly efficient, social cohesion, good environment, and public participation, So as to achieve the fundamental goal of rural revitalization.

## 1. Introduction

Agriculture, rural areas and farmers are the fundamental issues of China's economic development and modernization. Of China's 1.2 billion people, 900 million live in rural areas. Since the reform and opening up, China's rural economy has developed greatly, initially solving the food problem of 1.2 billion people[1]. However, the problems faced by rural areas, such as resource shortage, deterioration of ecological environment and low cultural quality of the masses, have posed severe challenges to the further development of their economy. At the same time, the traditional handicraft products are made by manual labor, which has obvious characteristics of low energy consumption. The revitalization of these craft cultures can promote the development of local characteristic economy, put forward a new focus for solving the problems of environment, ecology, labor force and other aspects in the current rural economic development, and also play a positive role in expanding employment and inheriting culture. After entering the 21st century, China's tourism industry has made great progress[2]. According to the data of the World Tourism Council (WTTC), China's tourism industry is in a period of rapid growth, and the number of domestic and outbound tourists, domestic and overseas tourism consumption in China ranks first in the world. Rural tourism has outstanding economic benefits, but also social and ecological benefits. Therefore, with the attention of the state, the support of policies, the concern of enterprises and the participation of farmers, it has developed from a small tourism industry to a large tourism industry covering the whole country[3].

At present, according to the data released by the National Development and Reform Commission, in 2016, rural tourism received 2.1 billion tourists, accounting for nearly half of the number of tourists received nationwide. Rural tourism consumption exceeded U trillion yuan, accounting for about a quarter of the total tourism income of the country. 8.45 million people were directly employed, driving 6.72 million farmers to benefit, and the average annual household income

exceeded 60000 yuan[4]. In the short period of more than 20 years from the reform and opening up to the present, the countryside has made remarkable development, and the living standard of farmers has been greatly improved. However, at the beginning of the new century and in the period of transformation, in the gradually improved market economy and in the wave of economic globalization, the driving force of the “household contract responsibility system”, the advantages of “township enterprises” are gradually disappearing, and the development of rural areas has encountered obstacles[5]. The development of rural areas in the new century urgently needs a platform, which can also be said to be a new carrier. In view of the above background of rural development in China, we introduced the “community”, which is an effective basic social unit form abroad, to start and actively promote the “rural community construction”[6]. We believe that only through the construction of rural communities can we adapt to the social changes of “small government, big society” and maintain a stable social environment; Only through the construction of rural communities and the promotion of rural well-off construction can we achieve the goal of “building a well-off society in an all-round way”; Only through the new platform of rural community construction and giving a new carrier to rural development can rural development go to a new level. In accordance with the requirements of China's Agenda 21, transforming the traditional rural development strategy and taking the path of sustainable development require coordinated development of resources, environment and economy, and harmony and unity between man, nature and society[7].

## **2. Relevant Concepts and Theoretical Basis**

### **2.1 Characteristics of Rural Eco Economic System**

The countryside occupies a certain natural geographical space, and is a social entity that combines ecology with economy, that is, an eco-economic system. Compared with other eco-economic systems, the rural eco-economic system has its own remarkable characteristics[8]. The first is the aggregation effect, which makes the capital, technology, talents and other factors of production quickly gather and optimize the allocation in the eastern region, and further promotes the economic development in the eastern region; Second, the demonstration effect. The experience and lessons of the eastern region in the process of reform and opening up will have a strong demonstration effect on the central and western regions, and become valuable wealth for reference in the economic development of the central and western regions[9]. Therefore, it is necessary to make full use of the positive effects of the unbalanced economic development in the eastern and western regions of China, accelerate the pace of economic development in the central and western regions, and gradually narrow the gap between the eastern and western regions, so as to ensure the harmonious development of regional economy and fully realize the strategic goal of building a well-off society in China. As far as the rural economic system is concerned, the development and utilization of rural resources are influenced by the national economic principles and policies and economic means. Therefore, the correctness of rural economic policies and the applicability of means play an extremely important role in rural economic development[10]. The rural community emerged with the emergence and development of primitive agriculture. The main occupation of community residents is agriculture, and the community is the dual center of residents' production and life. Nowadays, with the development of rural economy and the continuous change of industrial structure, a large number of rural laborers are gradually transferred to non-agricultural industries. However, due to the rural industrialization development mode with China characteristics, a large number of rural laborers engaged in non-agricultural industries still have their production and living activities in rural areas.

Traditional rural communities have less social mobility, strong homogeneity of residents, and the same language, belief, values, ethics and lifestyle, which all reflect the characteristics of rural community culture and the cultural essence of maintaining tradition. With the rapid development of social productive forces and production relations under the impetus of modernization, traditional villages have been transformed from economic structure, social composition, settlement patterns,

rural culture and other aspects. Therefore, rural tourism in this paper is not based on the administrative division of urban and rural areas as the boundary, but based on “rural” tourism activities. The productive nature of rural culture is that, in the development of rural tourism, cultural elements constitute the unique core attraction of rural tourism and are transformed into rural tourism products. The rural cultural landscape of pastoral songs, the architectural cultural characteristics of village houses, family customs, family rules and other traditional cultural heritages, with strong cultural intentions of local flavor, can all become the highlights of tourist consumption in tourism development. Through the development of rural tourism, rural culture has realized the transformation from cultural significance to market value. The essence of “rural” leads to the resource dependence of rural tourism, which requires local tourism resources and basic living conditions for tourism reception. Therefore, rural tourism must achieve the harmonious coexistence of human and nature. On the one hand, it can promote the new rural construction with tourism and integrate modernity into the countryside to bring more convenient human settlements; On the one hand, tourism should be used to enhance the awareness of ecological and cultural protection, so as to achieve a relaxed balance between ecological diversity, cultural diversity and population controllability.

## **2.2 Development and Utilization of Rural Resources**

Rural resources refer to the sum of natural resources and socio-economic resources that can be used by human beings in rural areas. Rural natural resources are resources that human beings can directly obtain from nature and use for rural production. Land resources composed of landform, soil, geology and other factors; Climate resources composed of light, heat, precipitation and other factors; Water resources consisting of surface water and groundwater; Biological resources composed of animals, plants and microorganisms. According to the unbalanced development of rural tourism in China, in 2017, we will continue to carry out the twinning assistance activities of “ten thousand enterprises and ten thousand villages” in the tourism industry, the public welfare poverty alleviation project of tourism planning, the rural tourism enrichment project, the establishment of national modern agricultural estates, the establishment of holiday villages in China and amorous feelings towns in China, and the action plan of rural tourism trunk. Through the above policies, the state will guide rural tourism investment to expand into multi-type and multi-format rural holiday products. The improvement of rural tourism development is shown in the following aspects: first, the deep integration of rural tourism industry development and “agriculture, rural areas and farmers”: building a number of characteristic villages and towns with “trinity” of agricultural cultural tourism, synchronous improvement of production and living ecology, and deep integration of one industry, two industries and three industries; The second is to put forward higher quality requirements for the development of rural tourism: improve the standards of rural tourism industry, establish and improve food safety, environmental protection, rural community participation and other regulatory norms; Support the protection of traditional villages and the inheritance of rural culture, maintain the overall style and features of ethnic minority villages, and implement continuous protection and appropriate development in areas where conditions permit. Rural revitalization is a major strategy based on a deep understanding of the relationship between urban and rural areas, the trend of change and the law of urban and rural development. The Fifth Plenary Session of the Sixteenth Central Committee of the Communist Party of China put forward the general requirements for the construction of a new socialist countryside in 20 words, namely, “production development, comfortable living, civilized township style, clean village appearance, and democratic management”. In different economic systems and their development stages, there are different modes of rural resource utilization. Different modes of rural resource development and utilization may promote or delay the development of rural economy.

Under the condition of socialist commodity economy, the development and utilization of resources must meet the requirements of market mechanism, national planning and administrative management, and bring resource utilization and environmental protection into the track of national economic development. Under different conditions of production technology, there are various

alternative resources. Therefore, it is necessary to make overall plans, fully implement the policy of rural resources development and construction, establish a conservation-oriented resource strategy, and choose the best measures for resources development and utilization. Adopt advanced applicable technology and popularize it in all areas with suitable conditions, so as to make the best use of everything and last forever. The situation of new rural construction comprehensively and comprehensively reflects the degree of social civilization and progress in rural areas. The content of new rural construction should adapt to local conditions, keep pace with the times, and constantly enrich and improve with the changes of social environment and the development of the times. “The general requirement of implementing the rural revitalization strategy is to adhere to the priority development of agriculture and rural areas, and strive to achieve industrial prosperity, ecological livability, civilized rural customs, effective governance, and affluent life. This is the inevitable requirement for the development of agriculture and rural areas to a new stage under the new historical background, and it is the new historical period and the new principal contradiction that endows the new connotation of building a new socialist countryside.

### 3. Ways of Rural Sustainable Development in China

#### 3.1 Rural Cooperative Joint-Stock System-a New Rural Economic Organization System

New institutional economics believes that institution is an endogenous variable of economic growth, and institutional change and innovation have a crucial impact on economic growth and development. Optimizing the agricultural and rural economic structure and developing modern agriculture are not only to reduce production costs and improve product quality, but also to internalize the external profits of agricultural production through institutional innovation to obtain additional benefits. North believes that external profits mainly come from economies of scale, externalities, risk reduction and transaction costs. Only by reforming the rural economic organizations with shareholding system and making the decentralized subjects in the rural economic organizations into an efficient whole, can we effectively reduce the internal transaction costs, enhance the overall anti risk ability, optimize the externality of information, so as to increase farmers' income and develop the rural economy. The product form is only presented in the form of substitute processing, lacking innovation and creation, and even more difficult to get policy support. The characteristics of “small, poor and scattered” enterprises determine that it is difficult to form effective market influence, and this pattern restriction hinders the revival of crochet handicraft. Secondly, the local government carried out extensive publicity, provided appropriate policy support and incentive mechanism, broadened the horizon of craftsmen, put them in the strategic pattern of rural revitalization, and truly realized that this first-hand craft is a cultural resource with local characteristics, which can form craft products full of regional elegance, solve employment problems nearby and increase income. The organizational structure of rural joint-stock economy can basically be set up with reference to the organizational form of joint-stock companies. As shown in Figure 1.

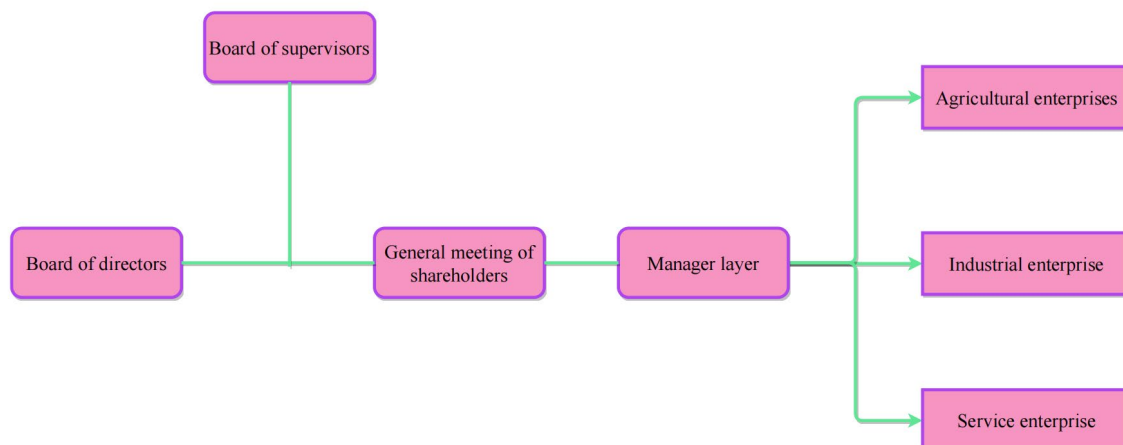


Fig.1 Organizational Chart of Rural Joint-Stock Economy

According to this organizational model, the general operating mechanism of rural economic organizations can be established: the village board of directors makes major decisions on the economic development of the village in the next year or the next few years, and the managers are responsible for the specific implementation after the deliberation and approval of the general meeting of shareholders. Use the minimum resource input to obtain the maximum output, so as to enable various rural undertakings to step into the track of sustainable development at the right time. The main measures to improve the agricultural ecological environment and infrastructure include greening, land improvement, water conservancy, agriculture, animal husbandry and fishery infrastructure construction. As a living culture, the essence of intangible resources is closely connected with the representative inheritors of the project. The protection of intangible cultural resources in Gaochun will focus on the protection of inheritors, define the inheritance of masters and apprentices of horselanters and bamboo craftsman families, set up handicraft activities, and establish an economic subsidy system for inheritors. By building a folk culture experience base and a village history museum in the village, it provides an important space carrier for the protection and inheritance of intangible cultural resources, and protects cultural activities and space sites as a whole. We will closely combine the intensive development of township enterprises, ecological agricultural projects, and the layout planning of villages and towns, and build a number of high-yield and efficient agricultural demonstration areas integrated with sustainable development according to local conditions.

### **3.2 Strengthen the Legal System Construction and Create a Relaxed Environment for Rural Socialized Services**

With the advancement of agricultural modernization, the rural economy will be transformed from labor-intensive to technology-intensive, which requires rural socialized service organizations at all levels in China to strengthen technical services while doing well the traditional service items such as labor, materials, funds, etc. According to the relevant provisions of the Agricultural Technology Popularization Law, on the basis of further improving the already formed comprehensive service network with the county as the center, the township as the link, the village as the foundation, the combination of specialists and groups, and the communication between the upper and lower levels, they should focus on doing well. Popularization services of new technologies, pesticides and fertilizers based on experiments and demonstrations; Formula fertilizer supply service based on fertilizer distribution station; Construction of service system in four aspects, such as technical research service with township enterprises as the main demand. Economic growth is mainly manifested by per capita net income, the amount of main products, etc. The structural transformation is mainly reflected in the output value and labor structure, and the investment, technology and organizational structure also change accordingly. China has a vast rural area, and its development conditions are quite different. In the process of transforming from a self-sufficient economy to a commodity economy, the development of rural industry should be accumulated and cultivated in different degrees, whether in terms of capital, technology or labor force. The five elements of rural revitalization, namely industry, talents, culture, ecology and organization, are integrated and refined, and the concept of sustainable development is combined. Starting with the four elements of economy, society, environment and policy, the development goal is defined, and the implementation means are also refined. As shown in Table 1.

As a complex giant system, the village aims to increase farmers' income, increase agricultural production and stabilize the countryside, forms a major industrial chain that promotes the integration of three industries by "agriculture+", fundamentally consolidates the leading role of agriculture in rural development, and the village industry quality and efficiency, villagers' income and village collective income are sufficient to bear the burden of village construction and daily maintenance to achieve balance of income and expenditure and economic cycle, It is an important factor to judge the sustainable development of economy. In terms of social sustainability, we should strengthen people-oriented, comprehensively consider the actual needs of villagers, and improve village hardware facilities and software strength.

Table 1 Overall Planning Of Rural Sustainable Development Elements

Elements of sustainable development	Development goals	Means of realization
Economy	Revitalize the stock of land and improve the utilization rate of land	Reform of rural land contractual management right and homestead use right
	Land physique synergy	Reform of rural land contractual management right and homestead use right
	Collective economic income growth	Reform of rural collective assets joint-stock cooperative system
	Per capita annual income of villagers increased.	Share in the form of land and residence, and be employed by professional farmers.
Society	Young people return and absorb employment.	Vocational training of farmers and training of rural sages
	Improve the quality of life of villagers	Improve basic facilities, improve the environment, and build new public space.
Environment	Improvement of architectural style	Ecological background protection, water system combing, road renovation and courtyard beautification
Policy	Participation by all the people	Public participation in planning and formulation of village-township agreements

Township enterprises have become an important part of China's rural economy and an important source of environmental pollution. This requires the establishment of a low consumption and efficient industrial system, optimization of industrial scale and product structure, so that different industries can complement each other, and more reasonable use of human and natural resources. So as to change the past development model that relies on high input, high consumption and high pollution to drive and stimulate economic growth, and turn it into a new model that relies on scientific and technological progress and improving the quality of workers to improve the ecological environment and promote sustainable economic growth.

#### 4. Conclusions

With the development of globalization and urbanization, the urban and rural structure and production mode are rapidly changing. Traditional handicrafts show the essence and connotation of local culture with its unique aesthetic elements, and its revival and innovative development will provide a noticeable impetus for rural revitalization. Through various ways, the awareness of resources and environmental protection of rural people will be raised, and environmental protection training for rural cadres and farmers' technicians will be strengthened to meet the needs of rural resources development and environmental protection. Giving full play to the multiple functions of rural economy, society and ecology is of far-reaching significance for promoting rural revitalization and realizing the important goal of "prosperous industry, ecologically livable, civilized rural style, effective governance and affluent life". The research on rural tourism development based on the perspective of new countryside is a systematic problem interwoven with theory and reality, and solving the problem is a complex, long-term and extremely arduous project. Only by promoting the construction of a new countryside, realizing the overall planning of urban and rural areas, eliminating the gap between urban and rural areas, ensuring the interests of urban and rural residents, and building a harmonious social environment for the integration of urban and rural areas can we fundamentally solve the problem of "agriculture, rural areas and farmers".

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