

# Status and Countermeasures Study of Coordinated Development of Rural Rejuvenation and New Urbanization in Henan Province

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**Abstract:** At present, the urban-rural dual structure in Henan province is prominent, and there is a wide disparity in economic development, education and cultural development between the two. Under the background of rural rejuvenation in the new period, how to solve the coordinated development of new urbanization and rural rejuvenation in Henan province is one of the most important issues to achieve rural rejuvenation. This article mainly analyzes the current situation, characteristics and existing problems of the new-type urbanization development in Henan province in the new period, as well as the concrete manifestation of the uncoordinated development of new-type urbanization and rural revitalization strategies.

## 1. Introduction

The 19th National Congress of the Communist Party of China has made a series of major strategic deployments in order to realize the strategy of rural revitalization. Only by integrating rural rejuvenation and new-type urbanization development can we fully recognize the background and strategic deployment of rural rejuvenation. At present, the urbanization rate in Henan Province has exceeded 50%, and remarkable results have been achieved. However, due to various policy factors, such as the bias towards cities, the uneven development of urban and rural development in Henan Province is very obvious. There are many problems in the development of rural villages and towns in Henan Province. Under this circumstance, exploring the harmonious development of rural rejuvenation and new urbanization in Henan Province has become an important way to revitalize the rural economy and promote new urbanization development in Henan Province. In December 2018, in the “Henan Province Rural Revitalization Strategic Plan (2018-2022)”, it was mentioned that “the role of new urbanization in driving the rural economy should be brought into play, policies and mechanisms for integrated urban-rural integration and development should be improved, and the urban-rural integration strategy should be upheld. “In January 2019, the Henan Provincial Government Work Report also detailed the overall implementation of the rural revitalization strategy and urban transformation and development.

Tsinghua University Cai Jiming (2018) believes that the promotion of rural areas and the new type of urbanization promote each other, and the degree of coordinated development of the two determines the level of regional economic development to a certain extent. Li Mengna (2019) believes that new urbanization pays more attention to human development and should be considered from the perspective of human needs in the planning and development of rural revitalization and new urbanization. Zhang Jun (2018) used “new-type urbanization and rural revitalization” as the background and studied the lack of talent resources in the background through a questionnaire survey. It was concluded that the key to achieving rural revitalization lies in returning talents to the countryside and taking root in rural areas to provide services. Su Hongjian (2018) analyzed how “new-type urbanization and rural rejuvenation” can co-prosper from the perspective of population migration, and put forward countermeasures and suggestions in terms of “people-oriented”, “diversity” and “gradual innovation”. Li Mingqi (2018) analyzed from the perspective of incomplete land system and concluded that the new urbanization and agricultural modernization development were not synchronized. Land reform should be carried out to improve the urban-rural integration development system. Jin Xiaoping and Chen Xixi (2018) believe that the discovery and reconstruction of the value of rural civilization has an important role in stimulating the endogenous

motivation of the rural rejuvenation subject and promoting the multidimensional development of the countryside.

There is also some literature that selects different regions to conduct an empirical analysis of the current state of the integration and development of new urbanization and rural revival in a certain region, and proposes targeted development countermeasures. For example: Shi Jing and Zhang Weina (2018) take Linyi City as an example to study the path of urban-rural integration in the context of its rural revitalization strategy. Ding Hao (2018) studied the path of new urbanization in northern Jiangsu with the background of rural rejuvenation and put forward specific countermeasures for future development. Jia Fengling and Qin Jing (2018) analyzed the development difficulties faced by the typical model of Tianjin's new urbanization construction in the context of the rural revitalization strategy. From the above, we can see that the new-type urbanization and rural revitalization in different regions are different. We should learn from the development path and development countermeasures of advanced regions, and also propose appropriate development paths and countermeasures based on the actual development status of the region.

## **2. Status of New Urbanization Development in Henan Province**

As early as 2017, the urbanization rate of Henan Province reached 50.16%, but the overall level of urban infrastructure in Henan Province is still lower than the national average by a small margin. With the intensification of new-type urbanization construction in Henan Province and the continuous improvement of construction quality, its infrastructure construction and ecological environment construction will gradually improve in the future. Through research, the problems of the new urbanization development in Henan Province are as follows.

The theory of urbanization development states that when the urbanization rate of a region's population reaches 50%, even if urbanization is still developing at a rapid rate, the growth of the urbanization rate will tend to be slow. This period is called "upper "Stairs" period. Henan Province is in such a period. At present, the industrial development level of Henan Province is inferior to that of the surrounding provinces and cities, but the population density is large, which causes greater pressure on the capacity of environmental resources, the carrying capacity of urban development, and the guarantee of public facilities and services. The development of new-type urbanization is mainly people-oriented, not only traditionally transforming the rural population into urban hukou by buying a house, but focusing on the quality of urbanization development, so that new urbanites can enjoy public infrastructure, education, Medical and other benefits can find a way to make a living in the city.

Generally speaking, the new urbanization in Henan Province is developing in a good direction, but it is still difficult to avoid the low quality of urbanization development, and the phenomena of "semi-urbanization" and "pseudo-urbanization" are obvious. The so-called "pseudo-urbanization" means that the area where rural residents live is classified as a new urban development zone, and the household registration has also changed from rural to urban. However, the most fundamental employment problem of urbanization has not been solved. [1] Due to poor basic education, migrant farmers find that most of the jobs they find in cities are low-paying service posts. Such jobs often fail to pay social security in a timely manner, resulting in chaotic management of rural migrants and being unable to settle in urban areas. Unable to enjoy fair education, medical and pension benefits. Although they usually rent and live in cities, they do not have a sense of belonging in their hearts and they are highly mobile. At present, Henan Province mainly improves the quality of urban development from five aspects: innovation, green, openness, coordination and sharing. But no matter which aspect, it is still in practice, and its effectiveness is difficult to estimate.

According to the website of the National Bureau of Statistics, as of the end of 2018, there are still 46.38 million rural people in Henan Province. In addition, the rural population working in cities can basically reach 50 million people. There are many people and less land, the geographical environment is unevenly distributed, and the development of rural population structure is unbalanced, which seriously restricts the rural economic development in Henan Province. [2] At

present, Henan Province has made certain achievements in promoting new urbanization. For example, in recent years, Henan Province has continuously increased its investment in social security and public services, building 1.37 million affordable housing, and achieving a certain level of compulsory education. At the same time, in terms of strategic implementation, Henan Province has used Henan's transportation hub location in the central region to increase the construction of central cities. With the second-phase construction of Zhengzhou Airport put into use, the establishment of an airport economic comprehensive experimental area and the establishment of the Henan Province Free Trade Experimental Area, Zhengzhou is developing towards an international logistics center, which has strengthened Zhengzhou's radiating role and achieved the coordinated and stable development of various cities. Although Henan has made some progress in promoting new-type urbanization, the gap between the per capita disposable income of urban and rural households in Henan is still increasing, and the degree of urban integration still needs to be strengthened. Because new-type urbanization is not only an increase in the urban population, but also the living standards of both urban and rural residents. However, the disparity between the disposable income of urban and rural residents hinders the overall development of urban and rural areas to a certain extent.

The development of new-type urbanization focuses on the integration and common improvement of industry and urban development, to avoid the situation where industrial development is separated from urban development. According to relevant data, the GDP of Henan Province in 2018 exceeded 5.7 trillion yuan, an increase of 7.3% over 2017. The tertiary industry in Henan has the fastest growth rate, and the output value of the secondary industry accounts for the largest proportion. Although Henan has achieved certain results in urban construction, it has not done enough in urban management. The urban planning of various cities in Henan Province is not uniform. For example, the urban development of some prefectures lacks unified planning and design. The development of cities is dominated by the sacrifice of ecology. The urbanization rate has gone up, the political performance has gone up, but the air quality has declined. At the same time, the large number of rural people moving to cities has also caused the phenomenon of over-concentration of urban population, traffic congestion, inflated housing prices, and insufficient supply of public goods.

### **3. Achievements and Shortcomings of Rural Revitalization in Henan Province**

Henan's rural modernization has a heavy task and a large base, and the problems of rural socioeconomic backwardness and the heavy burden of farmers' social security will remain in the future. The Henan provincial government attaches great importance to the implementation and implementation of the rural revitalization policy. The current achievements and shortcomings are as follows.

With the advancement of the goal of building a modern, strong agricultural province, through policy guarantees and policy implementation, measures such as subdividing high-quality varieties, increasing grain yield per unit area, and economic benefits of agricultural products have been adopted, and rural economic development has been remarkable. It is mainly reflected in: (1) Increase in agricultural production. Grain has maintained a sustained growth trend. In 2018, the total grain output was 66.491 million tons, a year-on-year increase of 1.9%. (2) Increased awareness of rural environment, enhanced concept of green development, improved, enhanced and optimized rural environment, and gradually increased rural tourism income. (3) Rural grass-roots party organizations perform their duties with due diligence, demonstrate leadership, and hold party branch activities to a certain extent enhance the cohesion of party members. (4) The improvement of village governance and the effective implementation of "suppression of evil and evil" have strengthened the confidence of villagers in self-government and played a good role in demonstrating customs and customs. (5) The peasants' social security is gradually improved, the poverty alleviation is precisely targeted, the causes of poverty are found out, and the policies for people and households are adopted to ensure the minimum living security. At present, 5514 poor villages in Henan Province have launched poverty alleviation teams, and 373,000 poor people have moved out of poor mountainous areas. The incidence of poverty has dropped significantly.

The shortcomings of the rural revitalization in Henan Province are mainly manifested in: (1) The food industry chain is not complete, the value chain has limited depth development, the supply chain is mainly limited to the main grain production, and the development of agricultural and sideline products is insufficient. (2) “Internet +” has limited extension areas for agriculture and is limited to dissemination and promotion. The effect of supervision and feedback on product quality is not obvious. The scope of high-tech applications is narrow and the scale is limited. (3) Green development is not fully covered, and ecological agriculture, ecological products, and geographical indication products are still confined to some areas. (4) Rural agricultural infrastructure is relatively fragile, with incomplete coverage, low quality, and lack of attractiveness, and agricultural production conditions are inconsistent with the status of the agricultural foundation. (5) Compared with other developed provinces and cities, the degree of integration of agriculture with other industries is low, and the industry's ability to feed back is weak, and there is still a large gap with the level of modern industry.

#### **4. Analysis of the Coordinated Development of New Urbanization and Rural Rejuvenation in Henan Province**

##### **4.1 Focusing on Industrial Revitalization and Focusing on Multi-Industry Integration**

The development of new-type urbanization is inseparable from the promotion of industry. Industrial revitalization is a prerequisite for rural revitalization. Henan Province wants to enhance the competitiveness of its own agriculture in the market. It must learn from the advanced experience in areas with better agricultural modernization and actively change the direction of agricultural development. It must not only focus on increasing agricultural output, but also focus on the quality of agricultural development and adopt agricultural branding. , Characteristic, high quality and green modern agricultural development. At the same time, we will improve the agricultural production and operation system, form a variety of agricultural operations with a moderate scale, actively promote the development of the agricultural value and industrial chain, and promote the diversified and specialized development of agriculture. Second, strengthen the integration of agriculture and secondary and tertiary industries in Henan Province, tap the multifunctional attributes of agriculture, and expand new agricultural development models such as in-depth processing of agricultural products, ecological agriculture, leisure agriculture, and landscape agriculture. The government should actively play the role of coordinating resources, actively adjust the policy of favoring agriculture, support it, make good use of agricultural finance, finance, insurance and other tools, actively mobilize diversified subjects, attract other industrial capital to the agricultural industry, and work together to promote rural revitalization.

##### **4.2 Promote the Transfer of Agricultural Population Reasonably, Enhance Farmers' Happiness and Protect Their Legitimate Rights and Interests**

Although the urban population of Henan Province has exceeded 50%, a large number of rural laborers still exist. In the context of new-type urbanization and rural revitalization, promoting the integration and development of the two can start from the following aspects. First of all, mobilize the initiative of farmers and fully trust the creativity of farmers. Second, use the Internet to achieve information symmetry, eliminate barriers to transactions, protect farmers' right to employment, property and democratic elections, and make farmers the subject of rights and property. At the same time, the surplus labor force transferred from the rural areas must be accelerated in its civicization, and its social rights in medical care, education, and other aspects must be reasonably protected. Finally, we need to create a broad environment for the rule of law guarantees, policies, market adjustments, and practices needed for agricultural development, and actively promote the development of multiple innovative agricultural-driven models. By building farmer organizations to enhance their cohesion, they can enable farmers to turn passive production into active production. “Internet +” and the development achievements of the symbiotic era, lead an orderly life.

### **4.3 Seek Barriers to the Combination of the Two and Remove Them, and Strengthen Supporting Construction to Back Up Rural Development**

From the perspective of Henan Province, the main problems restricting its new type of urbanization and the integration of urban and rural areas are the low level of public service supporting resources and low level of protection in rural areas, and the lack of education and medical resources. It is difficult to attract talents to take root in rural areas. The integration of new urbanization and rural revitalization strategies should be improved from the following aspects. First of all, the implementation of the new urbanization and rural revitalization strategy must fully consider the position of the land system in the national system, pay attention to the rational distribution of interests among different interest subjects, abide by the reform of the rural land system, and reasonably improve farmers' rights. Secondly, we must analyze specific issues, pay attention to regional differences, and avoid development lag caused by neglecting differences. Finally, we need to improve relevant rules and regulations. Compile regional rural rejuvenation and new urbanization development roads, actively strengthen urban and rural infrastructure construction, alleviate contradictions found in the dual structure, widely attract foreign investment, vigorously develop agriculture-related agricultural products, e-commerce, logistics and other service industries, increase employment rates, and actively Promote rural education, set up special teachers, urge fresh graduates to work in remote rural areas first, and provide a strong backing for rural revitalization.

### **4.4 Digging Up Rural Ecological Culture, Promoting Rural Civilization Development and Urban-Rural Integration**

In rural construction, it is necessary to recognize the differences in rural development and avoid a situation in which rural environmental carrying capacity and industrial production capacity are not coordinated. In ecological construction, reasonable allocation and location should be carried out, ecological protection should be strengthened, and environmental protection should be given priority and green development. Establish a sustainable development policy system to improve and supervise rural environmental issues, coordinate and plan ecological policies, promote policy systems in a categorized manner, gradually restore and demonstrate the natural beauty of rural areas, realize the professional construction of rural areas in accordance with local conditions, and build a beautiful and livable rural ecological environment . The concept of green development should always run through the process of rural revitalization, improve the existing rural appearance, and build an ecological corridor. The ecological civilization of the rural rejuvenation can be based on the improvement of the awareness of the ecological civilization of the rural residents, which can be achieved through the path of “agriculture and agriculture” with the help of ecological agriculture; and “eligibility and tourism” can be supported by ecotourism, forming a conducive to innovation and entrepreneurship The rural ecological production mode and investment environment promote the integration of rural civilization and urban-rural development.

## **5. Conclusion**

There are more than 1.3 billion people in China. No matter what level and level of industrialization and urbanization progress, the fact that cities and rural areas coexist for a long time as two geographical areas and two social life scenarios cannot change. While Henan Province complies with the national political and economic development rules, it must also take into consideration the characteristics of Henan Province and take the road of characteristic development. With the support of governments at all levels in Henan Province, new-type urbanization construction has made certain progress. However, we must always pay attention to the new urbanization construction, not only the changes in rural household registration, but also to continuously improve the welfare system and education system in rural areas, the maintenance of ecological environment, and the high-quality development of rural areas.

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