

# Implementation Path of Rural Revitalization Strategy from the Perspective of Urban and Rural Planning

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**Abstract:** From the perspective of urban planning, the implementation of the rural revitalization strategy is conducive to promoting the rapid development of my country's rural economy, comprehensively improving my country's overall economic level, and playing a very important role in promoting the long-term development of my country's economy. At present, my country has continuously accelerated the process of urbanization and promoted the rapid development of society and economy. Urban and rural planning as a very important content in the urbanization work has played an important role in the sustainable development of our country. Based on this, this article will thoroughly explore the implementation path of the rural revitalization strategy from the perspective of urban and rural planning, and make reasonable reference suggestions based on the actual situation, hoping to fully demonstrate the value of implementing the rural revitalization strategy.

## 1. Introduction

As a very important economic strategic deployment in the rapid development of our society, the rural revitalization strategy is also an important measure to promote the rapid development of the rural economy. Urban and rural planning is the planning behavior and construction plan of the governments at all levels in my country in the process of promoting urban and rural development. The specific content includes: the layout of urban and rural transportation, infrastructure, greening, fire protection, and housing. Actively build an urban and rural production environment through the rational use of resources. In the process of implementing the rural revitalization strategy, continuous optimization of urban and rural planning is conducive to better implementation of the rural revitalization strategy. Based on the perspective of urban and rural planning, a comprehensive analysis of the implementation path of rural revitalization is conducive to promoting the long-term development of my country's rural economy.

## 2. Analysis of the Current Status of Rural Development in My Country

The current actual development of rural areas in my country is mainly reflected in the following: First of all, the rural population is exodus. With the continuous improvement of my country's economic level and the acceleration of urbanization, many rural youths often choose to leave their hometowns to go to school and work in big cities in order to reduce the burden on their families and obtain more income. The external flow is relatively large, and the problem of farmland waste has appeared in the countryside, which is not conducive to promoting the development of my country's rural areas in the direction of modernization. Secondly, the rural infrastructure has not been improved. At present, my country's cities have developed rapidly, but the development of rural areas is relatively backward. According to practical investigations, it can be learned that 20% of the rural areas in China lack centralized water supply facilities, and 80% of the rural areas do not have complete agricultural fertilizer treatment and domestic waste treatment facilities. The lack of timely and complete treatment of garbage and sewage has caused serious deterioration of the local ecological environment, directly reducing the quality of the local ecological environment, and

directly affecting the actual quality of life of local residents. At present, my country is actively carrying out rural construction, but compared with cities, the rural infrastructure is not perfect <sup>[1]</sup>.

## **2.1 Continuous Improvement of Rural Infrastructure**

For the allocation of public facilities, it is not only to meet the actual life needs of the current rural residents. Whether the public facilities are complete, it plays a role in measuring the degree of rural development, and also serves as a very important connection point for the combination of rural and urban-rural under the background of the rural revitalization strategy. In the process of allocating rural public facilities, it is necessary to take the social development process and the actual situation of economic development as the basis, and effectively solve related problems such as uneven resource and facility allocation, repeated facility construction, and waste of resources during rural development. Improve the service level of public facilities and implement city sharing, which actually meets the current urban and rural planning goals. Residents in rural areas pay more attention to access to water resources, road construction, medical conditions, and education levels in their daily lives<sup>[2]</sup>. Actively carrying out rural construction work can build smooth roads for people and improve the overall quality of life of local residents in rural areas. The scientific implementation of the rural revitalization strategy is conducive to actually meeting the actual life needs of local residents and comprehensively improving the overall service level.

## **2.2 Actively Build a Rural Landscape**

From the perspective of urban and rural planning, the implementation of the rural revitalization strategy can actively build the rural style, so that the original rural style can be preserved, and agricultural traditional cultural projects can be carried out in an orderly manner. During the implementation of the rural revitalization strategy, it is necessary to do a good job in protecting cultural relics and historic sites. In the process of carrying out the protection of traditional village culture, it is necessary to keep the original style of the village unchanged, conduct in-depth excavation of the relevant culture and the stories behind the village, make rational use of science, and actively build a strong historical atmosphere in the village. By actively improving the rural landscape, as the basis for the development of rural tourism, it will better adapt to the development of the times and pay attention to the improvement of the rural landscape. The local government should combine the actual development characteristics of the village, scientifically control the existing resources of the village, pay attention to the protection of the rural landscape and style, etc., and promote the rapid development of the rural economy on the basis of preserving the local characteristics of the village <sup>[3]</sup>.

## **2.3 Improve the Overall Literacy of Rural Residents**

From the perspective of urban and rural planning, in the process of implementing the rural revitalization strategy, farmers need to be taken as the main body. Farmers as a valuable resource and key factor to promote the realization of my country's rural rejuvenation and the promotion of rural economic development. Continuously improving the overall quality of farmers will help mobilize more farmers to independently participate in rural construction work, continuously improve the level of rural economic development, and lay a good foundation for the orderly implementation of my country's rural revitalization and development strategy. By popularizing scientific knowledge for rural residents, actively advocating healthy and civilized lifestyles, and ensuring the legal rights and interests of rural residents, it is conducive to the comprehensive development of rural spiritual civilization construction and the improvement of rural social civilization, which actually meets the current overall development needs of our society. For young and middle-aged rural labor, it is necessary to optimize the publicity work of the local government and grassroots organizations, pay attention to the optimization of working methods, and promote more outstanding and professional scientific and technological talents to flow into the countryside in accordance with the local actual situation, and provide professional education and training for returnees, Scientific knowledge popularization, entrepreneurial guidance and other related activities, and actively build urban and rural talent exchanges and talent training mechanisms, regularly invite

experts and scholars to conduct lectures, popularize professional and scientific agricultural knowledge, which can continuously enrich farmers' own knowledge reserves and effectively guarantee crop planting Quality and output, while continuously optimizing livestock breeding technology, promote the rapid development of my country's rural economy. Actively carrying out relevant education and publicity work is conducive to continuously improving the overall construction level of the rural professional team. For the elderly in rural areas, it is necessary to build a complete elderly care model, continuously improve the overall quality of life, ensure that the rural elderly care model is more reasonable and scientific, and actively carry out inclusive elderly care services in rural areas, which is conducive to more investment in rural young adults. To carry out rural economic construction work. Through continuous improvement of the overall professional quality of the rural population, and for rural youth and school-age children. Doing a good job in education coordination, focusing on improving teachers' professional quality and optimizing school-running conditions can effectively guarantee the quality of rural basic education, which is conducive to the realization of a modern rural education model <sup>[4]</sup>.

### 3. Conclusion

In summary, during the implementation of the rural revitalization strategy, it is necessary to actively construct rural public service facilities and infrastructure, promote rapid economic development, and gradually improve people's overall economic benefits. At the same time, it is necessary to strengthen the construction of spiritual culture and rural culture, and pay attention to the development of rural culture. Activities are conducive to broadening the channels of rural cultural services in our country. By optimizing and upgrading rural characteristic industries and conducting in-depth research on the implementation of rural revitalization, it is possible to understand the specific situation of rural development, build a good urban-rural relationship, and scientifically use rural resources to actively develop rural characteristic industries, which is conducive to promoting my country's rural economy Rapid development.

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