

# **Implement the Rural Revitalization Strategy to Promote the Development of Urban and Rural Integration**

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**Abstract:** In order to solve the problem of inadequate and unbalanced development between urban and rural areas, the 19th National Congress of the Communist Party of China proposed the implementation of a rural revitalization strategy. This strategy “in accordance with the general requirements of industrial prosperity, ecological livability, rural civilization, effective governance, and affluent life, establish and improve the urban-rural integration development system, mechanism and policy system, and accelerate the modernization of agriculture and rural areas.” In accordance with this strategic requirement, this article, From the development of modern agriculture, taking the road of ecological and industrial integration, and narrowing the gap between urban and rural areas, it has expounded on several aspects, hoping to make some meager efforts for my country's rural revitalization strategy.

## **1. Introduction**

How to effectively solve the problem of the imbalance and insufficiency of urban and rural development is a major issue related to my country's “three rural” work. For this reason, the 19th National Congress of the Communist Party of China focused on the overall planning of urban and rural development and put forward a major decision to implement the rural revitalization strategy. This strategy “in accordance with the general requirements of industrial prosperity, ecological livability, rural civilization, effective governance, and affluent life, establish and improve the urban-rural integration development system, mechanism and policy system, and accelerate the modernization of agriculture and rural areas.” [1] In-depth implementation of this A strategic decision to accelerate the development of urban-rural integration in the new era, effectively promote the common development of urban and rural areas, make agriculture a dynamic industry, make rural areas a vibrant place, and make farmers a dignified citizen. We need to take the following aspects: Think about it and put it into practice.

## **2. Taking the Development of Modern Agriculture as a Powerful Tool for Rural Revitalization**

Agriculture is a country's basic industry, which is directly related to whether the people's jobs are solid, healthy and high-quality. It plays an irreplaceable role in stabilizing people's hearts and boosting morale in economic and social development. The reason why we regard the development of modern agriculture as a powerful tool for rural revitalization is that modern agriculture is a modern industry armed with modern industrial equipment and modern science and technology. It uses modern organizational and management methods for production and management to realize agriculture. The socialization, commercialization and marketization of agriculture have overcome the shortcomings of traditional agriculture such as single structure, small scale, extensive development, and low efficiency, and it has strong competitiveness in the national economy.

### **2.1 The Development of Modern Agriculture is Conducive to Exerting the Scale Effect of Agricultural Production**

According to the fact that the per capita possession of land resources in our country is low,

moderately expanding the scale of agricultural production and operation is an important way to solve the dilemma of more people and less land in our country, and to improve labor efficiency, land output efficiency and resource utilization efficiency in agricultural production. However, it is difficult to adapt to the needs of modern agricultural development in my country, which is based on the decentralized production and management of individual household farmers. To this end, we need to deepen rural land reform and appropriately develop rural land scale operations through family farms and agricultural cooperatives, so that the scale benefits of land can be fully utilized, and the requirements of market economy development can be continuously adapted to increase farmers' income.

## **2.2 The Development of Modern Agriculture is Conducive to the Application and Promotion of Modern Science and Technology in Agriculture**

Science and technology play an important supporting role in the development of agriculture and rural areas. It can effectively promote agricultural production, rural development and farmers' income. An important aspect of advancing the structural reform of the agricultural supply side is to strengthen the application and promotion of modern science and technology in agriculture, so that traditional agriculture can be equipped with the wings of science and technology, and produce more and better agricultural products, so as to satisfy the masses of the people for high-quality agricultural products. Growing demand. To this end, governments at all levels must first establish the development concept that science and technology flourish agriculture, increase capital investment in agricultural science and technology, and give full play to the role of financial investment in promoting scientific and technological development, so that the research and application of science and technology in agriculture can be funded. Effective protection. Second, improve the pertinence and practicality of scientific and technological research and development. The research and development of agricultural science and technology should be carried out in accordance with the different situations in various parts of our country, so that the role of science and technology in agricultural production can be effectively brought into play. For example, the research and development of agricultural water-saving technologies for the drought-prone conditions in Guizhou in summer, and the development of small agricultural machinery that is convenient for farmers to operate in response to the mountainous areas in Guizhou. Finally, increase the use and promotion of agricultural scientific and technological achievements, so that the latest agricultural technology and agricultural achievements can be transformed into actual agricultural productivity as soon as possible. For example, increase the application of soilless cultivation technology, sprinkler irrigation technology, and hybrid rice technology in agricultural production, so as to realize that new agricultural technologies and new achievements become actual productivity and serve the increase of agricultural production.

## **2.3 The Development of Modern Agriculture is Conducive to the Development of Industrial Integration**

Agriculture is a weak industry subject to both natural and market influences. Compared with industrial products, its own comparative benefits are lower. Therefore, to accelerate rural development, improve agricultural efficiency, and promote farmers' income, in addition to increasing capital investment and government protection, it is also necessary to take the road of industrial integration and development. First, vigorously develop advantageous and characteristic industries. Agricultural production has strong regional characteristics. To promote agricultural development, it is necessary to give full play to the comparative advantages based on the natural conditions and existing foundations of various places, and to make the local advantageous characteristic industries bigger, stronger and better. For example, the climate and soil in Meitan County, Guizhou Province are very suitable for the growth of tea, and it is known as the "tea heart" of China. Therefore, the local area regards the production and processing of tea as its main industry, and the Meitan Cuiya produced has become a famous agricultural product, which directly promotes the development of local agriculture and increases the income of farmers. Second, actively develop the agricultural product processing industry. The development of the processing industry of

agricultural products is an effective way to increase agricultural efficiency and farmers' income. Based on local resource advantages and industrial characteristics, the level of fine processing and deep processing of agricultural products should be improved, and the value-added space of agricultural products should be continuously expanded. For example, Guizhou Laoganma Flavor Food Co., Ltd. relies on the advantages of the local pepper industry, and through the refined and deep processing of pepper, a popular product, has produced a condiment suitable for all ages-Laoganma series of pepper products, thus becoming Guizhou Well-known best-selling products at home and abroad. The sales of this series of products not only drove the increase of farmers' income, but also created a large amount of taxation for the country, expanded the value-added space of pepper, and became a well-known brand in Guizhou, expanding Guizhou's reputation in the world. Third, vigorously promote the development of tourism and leisure agriculture. With the acceleration of the pace of life in modern urban society, more and more people hope to take time to relax their exhausted body and mind when they are not working in Zhang. In response to this situation, Huamao Village, Bozhou District, Zunyi City, relying on local natural resources, while developing traditional agriculture, it vigorously develops tourism and leisure agriculture such as flowers, fruits and vegetables, ecology, and culture, which has become people's "eye-catching, health-care, and heart-raising" It is a very good place for sightseeing and leisure, which creates a large amount of agricultural output value, thus becoming a well-known rich village.

#### **2.4 The Development of Modern Agriculture is Conducive to the Application of Internet Technology in Agricultural Production**

With the continuous integration and development of Internet technology and agriculture, Internet technology can effectively promote the application of various modern elements in agricultural production and operation, thereby narrowing the distance between agricultural production and market sales, and improving the operating efficiency of agricultural production , Which reduces the operating cost of agricultural production, thereby greatly expanding the space for agricultural development, and injecting new development momentum into the further improvement of agricultural production, operation, management and service levels. For this reason, in rural revitalization, we must vigorously implement the "Internet +" modern agricultural action, explore the sustainable development model of agriculture and rural areas based on the characteristics of rural Internet development, and enhance Internet technology in the supply of agricultural materials, technical guidance, and information services. In terms of comprehensive service functions in terms of financial support and financial support, actively promote the innovation of agricultural operation methods and rural industrial systems, and apply "Internet +" to the development of agricultural and rural areas.

#### **2.5 The Development of Modern Agriculture is Conducive to Cultivating a Large Number of High-Quality Farmers**

The adjustment of agricultural structure, the promotion and application of agricultural science and technology, the production of high-quality agricultural products, and the mastery of modern management methods all require a team of high-quality farmers. The development of modern agriculture can cultivate a group of high-quality farmers with new ideas, new ideas and new skills. Because these farmers have a high level of science and culture, master high production skills, have good coordination and communication skills, and are strong in accepting new things, they are very easy to keep up with the pace of the times and adapt to the requirements of the development of the times. Through their demonstration role in the development of modern agriculture, they can influence and drive more farmers to embark on the road of production development, rich life, good ecology, and rural civilization, thereby promoting rural revitalization to achieve better results [2].

In short, the development of modern agriculture is conducive to the realization of the flow of capital, technology, and talents to agriculture and rural areas, so as to realize the appropriate scale of agricultural operation, the adjustment of agricultural structure, and the promotion and application of science and technology and Internet + in agricultural development, so as to realize the traditional The transformation of agriculture to modern agriculture, which in turn strongly promotes the

development of rural areas and increases farmers' incomes, helps the effective implementation of the rural revitalization strategy, and thereby achieves balanced development and full development between urban and rural areas.

### **3. Take the Road of Ecological and Industrial Integration Development**

Respect for the laws of nature and scientifically and rationally use natural resources for production, not only enable us to obtain a stable supply of agricultural products from nature, but also make good use of nature to protect and improve the ecological environment. However, my country's agricultural development has been extensive for a long time, the intensive use of agricultural resources has not been high, and there has been a lot of waste and destruction of resources, which has failed to achieve the organic unity of economic, social and ecological benefits of agricultural production. In order to change this situation, we need to take the road of ecological and industrial integration in the implementation of the rural revitalization strategy, make full use of the economic, social and ecological benefits of agricultural production, and improve the quality of agricultural development.

#### **3.1 Transform and Upgrade Traditional Agriculture and Improve the Ecological Level of Agriculture**

Due to the single structure of traditional agriculture, its own value and added value are relatively low. In order to change this situation, we must take the opportunity of implementing the rural revitalization strategy to continuously transform and upgrade the structure and scale of traditional agriculture, and improve the ecological level of agriculture, so as to effectively promote the integration of agriculture and other industries and extend the industrial chain of agricultural development. Improve the added value of agricultural products. At the same time, continue to expand the functions of agriculture, especially its ecological functions, to provide the market with a diversified supply of healthy ecological agricultural products.

#### **3.2 Improve the Agricultural Ecosystem and Enhance the Ability of Sustainable Agricultural Development**

The implementation of the rural revitalization strategy must enhance the bottom-line thinking ability, clearly establish the bottom-line requirements for protecting the ecological environment, transform the long-term extensive development mode of my country's agriculture, minimize the consumption and waste of agricultural resources in the conservation and intensive use, and in the protective development and utilization To restore and upgrade the rural ecological environment, and continuously enhance the ability of sustainable agricultural development.

#### **3.3 Expand the Agricultural "Ecological +" Model to Fully Release the Ecological Value of Agriculture**

Agricultural development cannot continue the traditional single planting structure. Instead, it is necessary to fully explore and expand the multi-functional attributes of agriculture in terms of historical inheritance, cultural experience, and ecological protection, so as to fully release the ecological value of agriculture. To this end, we must establish the concept of large-scale agriculture, strengthen the scientific planning and rational design of agricultural ecological products, and improve the technical support system for agricultural ecological products and services, so as to realize the industrial transformation and product upgrade of traditional agriculture itself.

#### **3.4 Strengthen Government Support for the Integrated Development of Ecology and Industry**

Taking the path of integrated development of ecology and industry requires the support of many talents, technologies, and material resources, which cannot be achieved without government support. Therefore, in implementing the strategy of rural revitalization, governments at all levels should increase their support for the integrated development of ecology and industry, and through support for green ecological agriculture and its industries, promote the sustainable use of

agricultural resources and enhance the overall competitiveness of the agricultural industry. . It is necessary to strengthen the supervision of the ecological industry market order, formulate unified standards and specifications for ecological products and services, implement standardized production and full-process control, and ensure the quality of products and services [3].

#### **4. Strengthen Rural Construction and Continuously Narrow the Gap between Urban and Rural Areas**

To implement the rural revitalization strategy, we need to continuously increase the construction of the countryside, invest more funds, technology, talents, and materials into the countryside, continuously improve the ability of agricultural development, change the backwardness of the countryside, and increase the income of the farmers. Level, thereby effectively narrowing the gap between urban and rural areas and realizing the integrated development of urban and rural areas.

##### **4.1 Speed Up the Development of Urban and Rural Infrastructure Construction**

Accelerating the construction of a modern comprehensive transportation network and ensuring smooth traffic flow for economic and social development in the new era is an important path for my country to implement the rural revitalization strategy and promote the development of urban and rural integration. The reason for saying this is that convenient and efficient modern transportation facilities can not only effectively communicate the exchange of materials between urban and rural areas, but also provide more convenience for free exchanges between urban and rural personnel, so that modern science and technology can better serve Rural development can effectively solve a series of problems such as the technical problems of agricultural production, the difficulty of selling agricultural products, the problem of industrial products going to the countryside, and the problem of urban scientific research personnel serving the countryside. Take Guizhou as an example. In recent years, through the construction and opening of Guizhou-Guangzhou high-speed railways and expressways, Shanghai-Kunming high-speed railways, and Chongqing-Guizhou high-speed railways and expressways, Guizhou has used rapid traffic to connect Guizhou, a formerly poor and backward area, with China's Pearl River Delta and Changsha. These economic growths in the Triangle and Chengyu Economic Zone are extremely effectively connected. Through the transfer of industries in these regions, not only the development of Guizhou's industry and other industries, but also the speed of the emergence of Guizhou goods, which drives the rapid economic and social development of Guizhou Development has promoted the integrated development of urban and rural areas.

##### **4.2 Give Full Play to the Carrier Role of Industrial Parks in Industrial Agglomeration**

With the rapid development of my country's economy and society, the scarcity of land resources in my country has become more and more obvious. Therefore, how to effectively use the limited land resources and promote the integrated development of urban and rural areas has become a very important issue. To this end, we need to innovate in development concepts, and by accelerating the construction of industrial parks, give play to its carrier role in industrial agglomeration, and achieve the effect of intensive and economical use of land resources. To achieve this goal, we must first make overall planning and scientifically plan various industrial parks in accordance with the principles of reasonable layout, division of labor and collaboration, and distinctive features, so as to form local industrial parks with industrial advantages and industrial characteristics. Secondly, in accordance with the principles of market economy, we must raise funds for the construction of the industrial park through multiple channels, so as to lay a solid financial guarantee for the development of the park. Third, it is necessary to establish a scientific and reasonable operation and management system and mechanism, accelerate the construction of supporting facilities and service systems in industrial parks, strengthen the service functions of the government, and enable more large enterprises and large projects to enter the industrial parks to form cluster development, intensive development and development. The sustainable development model can fully improve the efficiency of resource utilization and enable the industrial park to develop in a sound and fast

direction.

#### **4.3 Improve Agricultural Production Efficiency and farmers' Employ-Ability**

To realize the strategy of rural revitalization and promote the integration of urban and rural development, we must further improve the efficiency of agricultural production. At the same time, we must take advantage of my country's favorable conditions for implementing new industrialization to absorb more rural laborers and improve the employ-ability of farmers, thereby reducing the urban-rural income gap.

To implement the rural revitalization strategy, we must focus on increasing the concentration of agricultural raw material bases, and build a number of ecological, high-quality, and efficient agricultural product production bases around the advantageous and characteristic industries in various regions, and promote the regional layout of advantageous industries. For example, combining the development of rural tourism industry, vigorously develop ecological agriculture and sightseeing agriculture, and build an ecological tourism and sightseeing industry base with characteristic agricultural products. In the construction of raw material bases, further strengthen the supporting construction of variety breeding, technical services, quality and safety, enterprise cultivation, product processing, and brand building. Adhere to market demand-oriented, cooperative organizations as the link, and farmers as the main body, guide and cultivate and give play to the role of professional cooperatives as a bridge and link between farmers and the market, and improve the degree of organization of farmers to respond to the changing requirements of the market[ 4].

Agricultural industrialization is an important way to develop modern agriculture, cultivate farmers' awareness of cooperation, increase farmers' income, and realize rural revitalization and urban-rural integrated development. To strengthen the industrialized operation of agriculture, it is necessary to cultivate a team of entrepreneurs who value integrity, understand management, manage well, and stress dedication. In order to achieve this goal, local governments must strengthen the training and guidance of farmers and establish a rural management team. At the same time, strengthen the construction of agricultural technology service system, set up a group of scientific research and teaching experts in various links such as planting, processing, marketing and other special services for agricultural industrialization, and give full play to their intellectual advantages, so as to better serve agriculture and rural areas in high-quality varieties. Provide, production technology consulting, advanced equipment use, scientific and technological information reference, market trend inquiry, technical training guidance, advanced management reference and other aspects to provide good services.

With the establishment and gradual improvement of our country's socialist market economy system, agricultural production must adapt to the needs of market economy development and strengthen the construction of a market system for agricultural products, so that agricultural production and management can be like a fish in the water in the tide of market economy and enhance the vitality and vitality of agricultural production. Development staying power. To this end, on the one hand, we need to build on the existing large and medium-sized agricultural and sideline product wholesale markets and specialized wholesale markets, expand the market scale, improve infrastructure, promote the upgrading and transformation of agricultural products markets, and enhance the radiation and driving capabilities of agricultural products. On the other hand, give full play to the advantages of big data, establish and improve the market information network of agricultural products, realize the information connection of farmers, production areas, and markets, and establish a system for collecting, sorting and publishing information on the supply and demand, prices, and transactions of agricultural products, as well as production monitoring And the early warning and prevention system of random market inspections, to realize the rapid development of rural modern service industry in the market economy.

#### **5. Increase Investment in Human Resources**

Our country is rich in rural labor resources and natural resources. How to turn the human advantage and natural resource endowment advantages of rural labor into a competitive advantage,

so that there is a solid foundation for rural revitalization and urban-rural integration and development. We need to increase investment in human resources. One is to increase the development of compulsory education. A good education is an important prerequisite for the labor force to exert its talents, and it is also an important guarantee for effectively improving the productivity of laborers. Therefore, our country must step up the implementation of the strategy of rejuvenating the country through science and education, and invest more funds in education, so as to lay a good intellectual foundation for training a large number of qualified and high-quality industrial workers for the economic and social development of our country in the new era. The second is to increase vocational skills training to provide services for the smooth employment of rural surplus labor. At present, the employment skills of my country's agricultural labor force are generally low, and there is a shortage of skilled industrial workers in cities. To this end, we must make full use of vocational and technical colleges (schools) and other vocational training institutions to vigorously carry out skills training for the employment and reemployment of rural surplus labor, so as to provide a large number of skilled production technologies for rural revitalization and the better development of urban-rural integration. New types of farmers and industrial workers.

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