

Research on Rural Logistics System Construction in New Rural Construction Based on Rural Revitalization Strategy

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Keywords: Rural revitalization strategy, new rural construction, rural logistics system.

Abstract: Rural logistics plays an important role in rural revitalization. But "not going down" and "not coming up" are two major "pain points" of rural logistics at present. Based on the strategy of rural revitalization, this paper will study the construction of rural logistics system in the new rural construction. This paper analyses the existing problems of rural logistics in the construction of new countryside, and puts forward corresponding solutions in order to further develop rural logistics. Studies have shown that the development of rural logistics will greatly promote industrial integration, urban-rural integration, and further promote rural organization and socialization. In recent years, with the gradual deepening of logistics development, it not only promotes the rapid development of rural logistics, but also promotes the transformation and upgrading of logistics.

1. Introduction

The 19th National Congress of the Communist Party of China made a major deployment of the implementation of the rural revitalization strategy [1]. The modernization of agriculture and rural areas is inseparable from the modernization of rural logistics. But at present we also have to see that there are still many problems in the process of coordinated development of express logistics in rural areas [2]. "Ecologically livable" has replaced "the village is clean and tidy", and its connotation and extension are more abundant. "Governance is effective" replaces "management democracy" and the goal is clearer. "Life is rich" replaces "ample life" and requires a clear view [3]. If you want the development of the rural economy, you need to innovate the existing economic model and inject fresh blood into the current rural economic construction [4]. Second, domestic contradictions are shifting towards people's demand for a better life and unbalanced and inadequate development. In the future, it is of great practical significance to further strengthen the construction of new countryside and implement the strategy of rural revitalization. [5, 6]. Therefore, speeding up the improvement of rural logistics service system, innovating rural logistics operation mode, improving the level of rural logistics service, so as to better serve the Rural Revitalization has become an urgent problem to be solved.

With the continuous popularity of e-commerce, rural e-commerce has become an important means to solve the problems of agriculture, countryside and farmers. And it has become a strategic measure to implement rural revitalization. Rural e-commerce is an important manifestation of the integration of Internet and agriculture. Rural e-commerce can provide continuous impetus for the economic development of rural areas. The cooperative development of rural e-commerce and express logistics has mutual influence and interaction [7]. The strategy of Rural Revitalization is an important strategy with overall significance after the strategy of rejuvenating the country through science and education, strengthening the country by talents, innovation-driven strategy, sustainable development strategy and military-civilian integration development strategy. This is a new orientation for "agriculture, countryside and farmers", especially for rural areas [8]. In terms of economic development, the development of rural industries needs to change in quantity and quality of products. The 19th National Congress increased the protection of rural land use rights and promoted agricultural production, but lacked funds and related professional technologies. [9]. It is not difficult to see that building a modern economic system has become an important task in China's current stage. This is an

important measure to resolve domestic development contradictions and promote economic restructuring [10]. At the same time, it has important guiding value for the future development of rural modernization. Rural logistics, as a leading industry to transform rural commodity circulation and promote rural consumption upgrading, is an important force to help rural revitalization and will play an important role in rural revitalization.

2. The important role of rural logistics development in rural revitalization

2.1 Rural logistics development will greatly promote the integration and development of rural industries.

Industrial prosperity is the foundation of the rural revitalization strategy, and rural revitalization is first and foremost the industrial revitalization. In the process of implementing the rural revitalization strategy, the first is to uphold the party's management of rural work. From "urban and rural integration" to "urban and rural integration" is the correction of the past heavy agricultural villages. China's rural economy has a relatively simple development model compared with cities. The second and third industries are relatively backward, with large gaps in medical care, education and life. According to historical development experience, the issue of agriculture, rural areas and farmers has always been the biggest shortcoming in the process of comprehensive promotion of a well-off society in China. It can be said that solving the three rural issues is of practical significance for realizing peasant prosperity, agricultural progress, and rural development. It is the focus and focus of the work of the state and our party in recent years. To this end, first, we should enrich and protect the market attribute of collective property rights, accelerate the implementation of the mortgage and guarantee functions of contractual management rights, and solve the common problems of mortgage and guarantee. The most scientific and economical way of village planning and construction management is the effective integration of capital resources, the consideration of both ground and underground, the synchronous advancement of construction management, the comprehensive transformation of environmental housing, the combination of point and area, the overall planning of line and area, the three-dimensional governance and synchronous advancement. Industrial convergence will create new model, new power and new economy for the development of rural areas, and will generate strong demand for logistics, requiring modern logistics services with greater value-added space and value function.

Farmers' income not only affects the daily life of farmers and the development of rural economy, but also relates to the stability of the country and the development of social economy. At present, the domestic farmers' income situation is not optimistic. Figures 1 and 2 show the annual growth rates of per capita income of urban and rural households and per capita net income of rural households from 2010 to 2018, respectively.

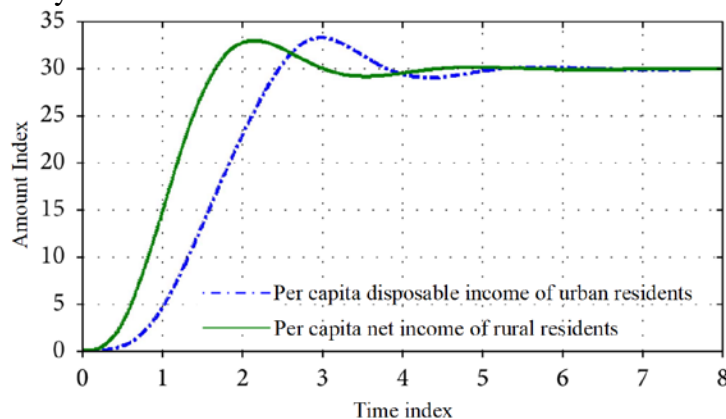


Fig.1 Per capita income of urban and rural households

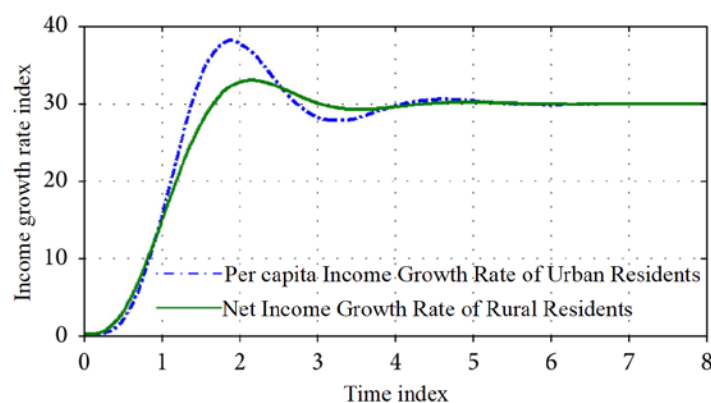


Fig.2 Per capita Income Growth Rate of Rural and Urban Residents

2.2 Rural logistics development will strongly promote the integration of urban and rural development.

To implement the strategy of rural revitalization, we must reshape the relationship between urban and rural areas and take the road of urban-rural integration and development. Promoting the integration of rural industries and fostering new momentum of rural development is the strategic direction of rural industry revitalization and industrial prosperity. Adhere to the integration of urban and rural development. We should start with the system and mechanism to break down the current systems and mechanisms that are not suitable for the integration of urban and rural development. We should give full play to the government's macro-control functions, promote the free flow of urban and rural factors of production, ensure that the market plays a decisive role in the allocation of resources, and promote the simultaneous development of industrialization, urbanization and agricultural modernization. It is necessary to further promote urban and rural complementarity and achieve urban-rural integration. The development of rural logistics and the comprehensive integration with urban logistics is one of the driving forces for the integration of urban and rural development. It will vigorously promote the formation of a new urban-rural relationship with urban and rural areas, urban and rural areas, mutual integration, and common prosperity. As long as we resolutely follow the deployment of the party's 19th National Congress and implement it in a practical way, some of the problems we have worried and worried about in the past can naturally be resolved. Supported by innovation, the development of the rural economy needs to bring fresh vitality to the actual development according to the pace of the new era, innovate the economic development model and agricultural production technology, and enhance the support of technology to the rural industry. Realizing agricultural modernization reflects China's great attention to agricultural technology development and rural economic construction. It is an important task to realize the rational use and distribution of rural labor and improve rural production equipment.

3. The main problems and implementation paths of current rural logistics

3.1 Lagging behind the construction of logistics infrastructure and the development of market entities

Rural logistics infrastructure is closely related to farmers' production and life, and is the basis for the realization of logistics functions and the development of rural economy and career. The fifth is to insist on the harmonious coexistence between man and nature. It is necessary to thoroughly implement the concept of ecological development, and in the process of promoting rural revitalization, we must implement conservation priorities, protect priorities, strictly maintain the ecological red line, and lead rural revitalization with green development. The strategy of rural revitalization proposed in the report of the 19th National Congress of the Communist Party of China clearly puts forward the "modernization of agriculture and rural areas". This is not only the addition of two words, but the improvement of the development concept. Rural managers can develop tertiary

industries based on existing resources, using local specialty foods, unique natural scenery and peculiar topography to attract tourists from other places. Corresponding to the requirements of green development, farmers should not neglect the protection of the environment in pursuit of economic construction, which puts forward higher requirements for Farmers' quality, agricultural technology and so on. Therefore, in the future, the development of domestic economy will realize the new idea of industry feeding back agriculture and city supporting agriculture. Open up a path. A large number of dilapidated factory buildings are important resources of rural collectives, and their rational and efficient utilization is the most demanding and difficult work at the grass-roots level. However, in general, the main body of the rural logistics market is small, the market coverage is narrow, and the distribution system is not perfect, which can not effectively meet the growing demand of the rural logistics market in China.

Compared with the developed countries in the West and the surrounding countries, in order to maintain the rapid economic development, it is necessary to have large-scale fixed assets suitable for it. However, the growth of investment is limited and the upper limit should not exceed. The investment rate of the investigated provinces and municipalities is shown in Table 1.

Table 1 Fixed Assets Investment Rate Table

Particular year	Investment rate	Particular year	Investment rate
2009	0.215523	2014	0.281247
2010	0.221546	2015	0.289654
2011	0.245685	2016	0.293648
2012	0.253568	2017	0.340245
2013	0.272145	2018	0.361414

3.2 Important Implementing Path to Solve the Existing Problems of Rural Logistics

The backward logistics facilities, the imperfect network system and the lagging development of the main body in rural areas have become the "short board" restricting the healthy development of logistics industry and the modernization of agriculture and rural areas in China. This laid a foundation for the coordinated development of e-commerce and express logistics in rural areas of China and pointed out the direction. Rural managers need to create tourism industry that is in line with the actual situation in rural areas. While protecting the ecological environment, they need to enhance the local economic development, increase the income of rural residents, and better implement the strategy of rural revitalization, so as to make great contributions to the realization of the Chinese dream. In this process, we must actively carry forward, discover and excavate excellent rural culture, and create beautiful countryside with simple folk customs, good family customs and stable rural customs. To meet the new characteristics of the new era, we must make adjustments in the system and system reform and improve the mechanism and system construction. Combine with the local culture and civilization. The folk culture is the spiritual support of the new socialist modern countryside. Its essence is the construction of rural spiritual civilization. Its expression is a modern rural culture rooted in the local and adapted to the times. Strengthen the orderly connection between the top-level design of the logistics network and the urban-rural planning, and build a logistics network with urban-rural integration, reasonable layout, and optimized structure. Integrate the logistics resources of these departments and industries, build a multi-sectoral and multi-format integrated development model, and improve the overall service efficiency of rural-oriented logistics.

4. Conclusions

In short, the promotion of socialist modernization is inseparable from the complete poverty alleviation of rural areas; the comprehensive construction of a well-off society is inseparable from the economic development of rural areas. Rural revitalization, logistics first. As an important force to activate the vitality of the countryside, rural logistics will vigorously promote the integration of rural industries, the integration of urban and rural areas, and the organization and socialization of rural

areas. It is necessary for the local government to implement the party's ideas and strategies, based on the national conditions and based on the local ecological environment and regional characteristics, introduce scientific management models and advanced technologies, and make full use of local natural conditions and land resources. The village really wants strategy as an important component of the construction of a modern economic system. The seven roads it covers interpret the political layout, construction layout and development layout of rural revitalization and rural development. Therefore, we should construct a healthy, orderly and clear land property right system as soon as possible, do a good job in rural infrastructure construction, and do a good job in the interconnection of urban and rural infrastructure. We should also pay attention to the excavation of local culture, retain local flavor and rural memory, strengthen the excavation, collation, inheritance and application of local culture and historical humanities, and enlarge the characteristics and rural characteristics. Promoted by the strategy of rural revitalization, rural logistics will surely be on the fast track of development, and will play an increasingly important role in promoting rural revitalization, promoting agricultural and rural modernization, and enhancing the development space of agricultural and rural farmers.

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