

County Urbanization and Industrial Reconstruction under the Background of Rural Revitalization

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Abstract: With the change of the main social contradictions in our country, the development between urban and rural areas has gradually become an important issue to be solved urgently. Since the reform and opening up, China has always attached great importance to rural development, and has always regarded how to deal with the "three rural issues" as the focus of the work of the party and the state. In the long run, the new urbanization, together with it, will accomplish the integration of urban and rural development, relying not only on the central city, but also on the town as the link between urban and rural areas. It points out the direction and path for the modernization of agriculture and rural areas, and makes it clear that the general requirements of rural revitalization strategy are industrial prosperity, ecological livability, civilized rural style, effective governance and rich life, among which industrial prosperity is the foundation and key of rural revitalization. Therefore, it is of great value to explore the coupling and coordination between rural revitalization and new urbanization. This paper uses national data to build a comprehensive FGLS model. The panel regression results show that: the level of technological development, the level of regional transportation, the level of non-agricultural industry development, income driven, consumption driven, and the equalization of public services have a positive impact on the coordination of rural revitalization and new urbanization in China. Through the above research, this paper puts forward countermeasures and suggestions for the coordinated development of rural revitalization and new urbanization in China.

Keywords: Rural vitalization New urbanization, Entrepreneurship reconstruction, FGLS model.

1. Introduction

As a big agricultural country, China's "three rural issues" are the key issues related to economic development and social stability [1]. Since 1970s, the contract responsibility system of dividing fields into households and household contract has solved the problem of food and clothing in vast areas. After entering the new century, the party and the state began to pay attention to rural economic development, cultural construction and infrastructure construction [2]. Compared with the initial stage of reform, China's comprehensive national strength has been greatly improved, the role of market forces in resource allocation has been continuously increased, and the rate of return of capital, labor and other factors has also been greatly improved, all of which indicate the progress of productive forces and the transformation of China from scratch [3]. Not suffering from scarcity but suffering from inequality. Unbalanced development problems, such as urban-rural differences and regional differences, have surpassed inadequate development and become the top priority[4]. Therefore, promoting the integration and development of rural primary, secondary and tertiary industries, increasing the competitiveness of the primary industry, improving the pulling value of the primary industry to GDP, and revitalizing rural industries are the important tasks faced by rural revitalization and development at present, and also the major practical problems that theoretical circles should pay close attention to and answer [5].

It is the basic line requirement of our Party to focus on economic development and build a powerful, democratic, civilized, harmonious and beautiful modern socialist country. In implementing the rural revitalization strategy, putting industrial prosperity at the top of the rural strategic requirements fully reflects that achieving industrial prosperity is the requirement of implementing the Party's basic line [6].

At the same time, industrial prosperity is the prosperity of farming, aquaculture, agricultural products processing and other industries in rural areas. A prosperous industry will inevitably provide more jobs and promote the employment of a large number of labor forces. The prosperity of industry in rural revitalization will inevitably help solve the employment problem of farmers and increase their income, especially for those who remain in the countryside, planting and breeding income is still the most important income [7]. On the one hand, the speed and quality of urbanization have improved significantly, and the corresponding agricultural and rural economy and life have changed significantly. On the other hand, the most prominent problem at this stage is the "three rural issues". To solve the "three rural issues", we should implement both the "rural revitalization" strategy and the new urbanization strategy. Many existing studies also show that rural revitalization and new urbanization are mutually reinforcing and well coupled [8].

Starting from the intersection of rural revitalization and new urbanization, this paper puts forward the possible mode of new urbanization construction at present. According to local conditions, taking pingdu city, which has a certain foundation for industrial integration and development, as a typical case, this paper analyzes the phased achievements of China's rural industrial integration under the background of rural revitalization strategy, finds out the problems that restrict the deep integration of industries, and puts forward effective countermeasures and suggestions, providing a path choice for other regions to explore the deep integration and development of rural industries. It has very prominent practical significance and practical value.

2. Core Concepts and Theoretical Basis

2.1. Natural environmental conditions

It is not only a process of introducing modern production factors or technological progress, but also a process of optimizing the allocation of factors or institutional innovation. For example, the influx of a large number of agricultural laborers will greatly impact the original industrial labor market, and then reduce the labor price of the original department to a certain extent [9]. At the same time, the decline of labor price will increase its demand, which can absorb more surplus agricultural labor. At the same time, agricultural labor efficiency will increase because of the reduction of its surplus labor. Facing the increasingly serious ecological crisis after the industrial revolution, people put forward the concept of ecological culture[10]. The narrow sense of ecological culture is the social ideology, human spirit and social system guided by ecological values. In a broad sense, ecological culture is a new way of life for human beings, that is, a way of life in which man and nature develop harmoniously.

Rural revitalization will be the focus of the work of the whole party and China for a long time to come. It should take ecological culture as the core guiding ideology and development engine, and be implemented on the premise of ensuring ecological balance and sustainable development. It can be seen that the important and difficult point of rural revitalization is to balance the relationship between economic development and ecological environment. As a comprehensive land, eco-cultural industrial park carries multiple functions such as ecology, economy and culture. On the one hand, the construction of landscape space provides rural people with multi-functional recreation space integrating leisure, entertainment, science popularization and education, which enriches the spiritual life of surrounding villagers; On the other hand, the ecological culture industrial park integrates the industry into the landscape, with multiple benefits such as landscape, ecology, economy and culture, which can improve the regional microclimate, improve the quality of the regional ecological environment, attract foreign tourists and other functions. "Urbanization" and "urbanization" refer to the process of human migration from small settlements (villages) to large settlements. Large and small are relative. "Urbanization" and "urbanization" are not absolute indicators as can be used in the classification of cities. They are also relative concepts. However, in order to keep consistent with the current mainstream of the academic community, the following discussion adopts the view that "urbanization includes urbanization".

2.2. Socio economic basis

Agricultural industrialization indicates that agricultural productivity has developed to a certain extent. In the 1950s, the United States first put forward the concept of agricultural industrialization, and then quickly introduced it to Western

Europe, Japan, Canada and other western developed countries, and carried out extensive practice and application in more developed agricultural countries. Agricultural industrialization is also known as agricultural integration or comprehensive agricultural management. Through intensive management of talents, technology and capital, it forms an integrated pattern of production and marketing with specialization of production, commercialization of products, enterprise management and socialization of services. Different from the integrated development of rural industries, agricultural industrialization has not seen the cross integration of primary, secondary and tertiary industries in the process of development. It is more to solve the problem of farmers' connection with the market. Through specialized and large-scale operation, it will integrate small-scale production of scattered farmers into specialized enterprises for large-scale production, increase output and reduce costs, and be market-oriented, Promote the upgrading of agricultural industrial structure and the optimal allocation of resources, while developing the processing and marketing industries of agricultural products, so as to provide more opportunities for rural development of secondary and tertiary industries, thus driving the development of the entire industrial chain.

The development of agriculture has created conditions for the integration and development of rural industries. Broadly speaking, all kinds of business entities take agriculture as the basic support, agricultural product processing industry as the guide, assets as the link and innovation as the driving force, and organically integrate, closely connect and promote the rural primary, secondary and tertiary industries through mutual penetration, cross-reorganization, linkage, factor aggregation, mechanism improvement and cross-border allocation among industries, forming new technologies, new formats and new business models, and driving the demand of resources, factors, technologies and markets in rural areas. Make the countryside truly a beautiful countryside with "prosperous industry, ecological livability, civilized rural style, effective governance and rich life". The rural revitalization is not to build the countryside into a city under construction, but to build the countryside into a livable place for urban and rural residents to yearn for and pursue a better life under the guidance of the "20 word" policy. Among them, "industrial prosperity" is the economic basis for rural revitalization. With the help of modern science and technology and machines, agricultural productivity can be further improved. Finally, some factors of production transferred from the agricultural sector to the industrial sector will be transferred to the agricultural sector again. Marx and Engels' theory of moving industrial technology into agricultural production and improving labor productivity has laid a foundation for the integration and development of rural primary, secondary and tertiary industries. They advocated the use of advanced science and technology in agricultural production as much as possible. At present, the theories related to urbanization mainly fall into four categories as shown in Table 1.

Table 1. Relevant Theories of Urbanization

Type	location theory	Theory of urban-rural transition	Disequilibrium theory	Coordinated development theory
Representative theory	Marx's location theory	Urban-rural dualism	Growth pole theory	Rural city theory
	Central location theory	On the transformation of employment structure	Circulation theory	Satellite city theory
	Market location theory	On the migration of urban and rural structure	Core-periphery theory	Theory of organic decentralization
	Regional Production Synthesis	On labor migration	Unbalanced development theory	

All the above theories have their own scope of application and limitations. Up to now, there is no mature theoretical system that can properly explain regional economic issues. This paper mainly applies the theory of urban-rural transformation and unbalanced theory.

3. Analysis on the Restrictive Factors of Coordinated Development Level of Rural Revitalization and New Urbanization in China

3.1. Panel metering model

In order to comprehensively evaluate the development level of rural revitalization and new urbanization in China, quantitative analysis is needed, and the key to quantitative analysis is to build a corresponding evaluation index system. In this paper, firstly, we should select indicators in a scientific way, fully link with China's national conditions, and scientifically and rigorously evaluate the process of rural revitalization and new urbanization according to the general requirements of the national strategy. Secondly, it should be

instructive and operable. The selected indicators should be socially recognized, can reflect the level of the object of study, easy to obtain, and should consider the operability and applicability of the indicators. At the same time, we should coordinate the internal relationship between rural revitalization and new urbanization. Industrial prosperity pays attention to promoting the modernization process of agricultural industry. On the one hand, it accelerates the production efficiency of agricultural products; on the other hand, it guarantees the living standard and quality of rural residents by increasing their income. Prosperity is the goal of rural revitalization strategy, and the key to "agriculture, rural areas and farmers" lies in how to solve the problem of farmers' income and the inequality of urban and rural income. Increasing farmers' income is the foundation and core of agricultural and rural work. The popularization of the Internet helps residents to obtain social public resources, and the continuous increase of the popularization rate has promoted the urbanization level of our society to a certain extent. Generally speaking, the trend of each index shows that the urbanization of our society has been on the rise in the last decade. As shown in Figure 1.

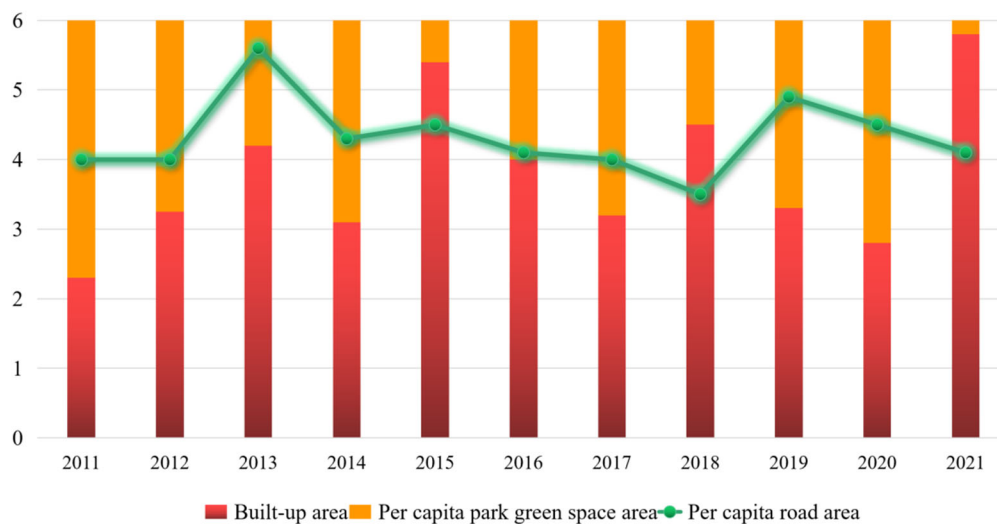


Figure 1. China's spatial urbanization level

As shown in Figure 1 above, this paper selects three indicators: built-up area, park green area per capita and road area per capita to measure the level of spatial urbanization in China. The results show that the area of the built-up area continues to grow, from 40,058.01 square kilometers in 2010 to 60,312.45 square kilometers in 2019. In the existing integrated development, there are still some problems, such as repeated construction, similar development and low-level

competition.

All kinds of new agricultural business entities are generally large and weak, while deep processing enterprises are small in scale and low in science and technology. The rural industrial integration has not yet brought the expected benefits to farmers, which has solved the employment problem of farmers to a certain extent, attracting talents and retaining labor force for rural development. However, the

brand advantage is not outstanding, and the core competitiveness needs to be strengthened. Technology investment, strengthen agricultural science and technology innovation and personnel training, develop agricultural technology, attach importance to the cultivation and promotion of fine varieties, strengthen the ability of agricultural product operating enterprises to cope with risks, implement various preferential policies and support measures in the pilot area of industrial integration development, and cultivate fine varieties, We will better build a high-quality brand, give full play to the brand effect, and make agricultural products such as grapes take the lead in the world.

3.2. Spatial Metrological Examination and Result Analysis

The adjacency matrix is used in this paper, and the coefficients of six variables have been systematically analyzed. This section focuses on analyzing the influence of the changes of variables in neighboring areas on the coupling coordination degree of rural revitalization and new urbanization in this area. In terms of location, the $W \cdot TRA$ coefficient is 0.0071, and it has passed the 1% significance test. It shows that for every 1% increase in TRA in neighboring areas, the coupling coordination degree in this area will increase by 0.71%. The improvement of the traffic network in neighboring areas will set an example for the development of this area. Accelerating the connection with the traffic lines in neighboring areas will enable this area to enjoy the positive externalities brought by the improvement of the traffic network in neighboring areas. Using the existing traffic network and construction technology in neighboring areas will bring convenience and support to the improvement of the traffic network in this area. Although the improvement of product quality standards can promote the average quality level of products, it is not conducive to the first entry of this product in relatively backward areas, so it is not conducive to the technological progress of this area, and further has a negative impact on the coupling coordination degree between rural revitalization and new urbanization in this area.

The income driven influencing factor is the ratio of urban and rural per capita disposable income. The results show that the narrowing of the per capita income gap between urban and rural areas in neighboring areas is conducive to the coordinated development of new urbanization and rural revitalization in this region. Guide the development of cooperative economy in rural areas, and establish the relationship between leading enterprises and farmers. Ensure the production and marketing of agricultural products, reduce the risks among various agricultural entities, enable enterprises to focus more on technology and market development, and farmers to focus on food production. First, we should develop information, finance and other industries that serve enterprises, and constantly improve the business environment to increase the attractiveness to enterprises. We should pay attention to the development of industries serving the residents, such as housekeeping and commerce, and maintain the core position of people in urbanization. The most important thing for strategic emerging industries is innovation. The implementation of modern agriculture, the transformation of old cities, and the development of new areas to improve the business environment and attract various small and medium-sized enterprises can all play a good role. In the construction of small towns, we should adhere to the principle of "the center drives the periphery", take the connection

between industries as the soul, and keep the traffic lines between towns and urban nodes unblocked. It is clear that the direction of household registration system reform is to unify the household registration of urban and rural residents, so that all residents have exactly the same basic rights. Including rural residents who can settle down in cities, and urban residents who can buy the right to use homestead in rural areas to enjoy rural life; % of rural residents can enjoy equal public services after entering the city, and urban residents can enjoy the dividends of the village collective land income after going to the countryside. Recognize the fact that the educational level of agricultural transfer population is generally low, and organize a group of experts who understand farmers to arrange training plans according to their characteristics. In this way, vocational education can help younger farmers master the necessary skills and train industrial workers matching the development of new urbanization. In addition, we should vigorously carry out on-the-job technical education. Online or offline training models can be used to train low skilled farmers or workers with outdated skills, so that the employed agricultural transfer population can obtain better development opportunities.

4. Conclusions

In the planning and design, firstly, through the in-depth analysis of relevant literature and cases at home and abroad, an eco-cultural industrial park system dominated by tourism industry, agriculture, forestry industry and education industry is constructed, and then an ideal industrial suitability evaluation system is established. Explore and improve the interest linkage mechanism between the agricultural industry chain and farmers, avoid the marginalization of farmers in agricultural development, improve farmers' sense of participation, acquisition and happiness in the process of industrial integration development, and deepen the breadth and depth of industrial integration by promoting the multi-mode symbiotic development of rural industrial integration. The planning and design of eco cultural industrial park is a new attempt in the process of rural development in the new era, and it is bound to face many problems in the planning and design. For example, people are conservative, enterprises lack long-term vision and ecological awareness, and the government still needs to strengthen its publicity and promotion efforts. Through characteristic towns, the combination of agriculture and tourism will drive the industrial integration to a deeper level.

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