

# Analysis on the Current Situation and Coupling Mechanism of New-Type Urbanization and Rural Revitalization

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**Abstract:** *The 14th Five-Year Plan is the first five years of the new journey to build a modern socialist country. With the profound changes in the domestic basic conditions and external environment, the interaction between urban and rural areas is also facing great challenges. In order to solve the imbalance between urban and rural development and promote the integrated development of urban and rural areas, it is necessary for the academic circles to place the research on the coordinated development of the two strategies of new-type urbanization and rural revitalization in a key position, and focus on the in-depth analysis of the internal logical connection between them. Only by promoting their coordinated development, can they play a greater strategic role and promote the modernization process together. Based on this, on the basis of analyzing the connotation of the two strategies of new-type urbanization and rural revitalization, this paper deeply analyzes the current situation and existing problems of new-type urbanization and rural revitalization. Then it innovatively explains the inherent coupling mechanism of new-type urbanization and rural revitalization, which lays a theoretical foundation for the coordinated promotion of new-type urbanization and rural revitalization. Finally, based on the above conclusions, it is of great theoretical and practical significance to put forward policy suggestions that can effectively promote the coordinated development of new-type urbanization and rural revitalization.*

**Keywords:** New Urbanization, Rural Revitalization, Coupling Mechanism

## 1. Introduction

### 1.1 Background

Since the reform and opening up, with the rapid economic and social development and profound changes, China's towns and villages have made great achievements. On the one hand, China has experienced the largest and fastest urbanization process in world history. In 1978, the urbanization rate of permanent residents in China was 17.92 percent, and now it has exceeded 60 percent in 2020. On the other hand, historic changes have taken place in agriculture and rural areas. All the poor people in rural areas have been lifted out of poverty, farmers' incomes have risen significantly, and the gap between urban and rural areas has been narrowing. By the end of 2019, the engel's coefficient of rural households had dropped from 67.7 percent to 30.0 percent, and the ratio of per capita disposable income between urban and rural residents had dropped to 2.64. But we also need to realize that the problem of imbalance development between urban and rural is still outstanding, such as the pressure on the rural migrant population to become urban residents is increasing, the quality and speed of urbanization development are out of balance, poor rural development foundation, rural development has a weak foundation, as well as a series of social problems such as the widening gap between urban and rural areas, ecological environmental damage, social class curing.

In order to solve the difficulties faced by the development of urban-rural relations, the central government has put forward the new urbanization strategy and the rural revitalization strategy, and determined from the macro strategic level to promote the coordinated development of the two strategies. As socialism with Chinese characteristics has entered a new era and the 14th Five-Year Plan has been fully launched, China's domestic basic conditions and

external environment are undergoing profound changes, and the interaction between urban and rural areas is also facing new challenges. In order to solve the imbalance between urban and rural development and promote the integrated development of them, it is necessary for the academic circles to place the coordination research on the two strategies of new-type urbanization and rural revitalization in an important position, and conduct in-depth analysis on the internal logical connection between them from the theoretical level. Only by promoting their coordinated development, can they play a greater strategic role and promote the modernization process together.

### 1.2 Research significance

Since the rural revitalization strategy was put forward, the academic circles have made some achievements in rural research, but there are still some problems of academic rationality that have not been well explained. Many domestic scholars have studied and analyzed the new-type urbanization from different angles and formed a relatively mature theoretical system. However, there are few researches on the relationship between new-type urbanization and rural revitalization. In recent years, China's new urbanization process is accelerated, the development of quality is increasing, rural population is out of poverty comprehensively, but it is also insufficient to realize promoting the coordinated development of urbanization and rural revitalization also faces some contradictions and problems, such as: it is easier for peasants to go to cities than to stay there, the phenomenon of "migratory bird" migration is obvious; the planning between urban and rural are lack of coordination; the urban and rural spatial distribution is unreasonable; the rural population flows out in one direction; the development of rural industries is insufficient and so on. Therefore, it is of great theoretical and practical significance to explore the coupling mechanism of the coordinated

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development of new-type urbanization and rural revitalization, to clarify the internal logical relationship between them, and to find out the key measures of urban-rural integration.

## 2. Literature Review

### 2.1 Research Status of Foreign Countries

Western developed economies completed urbanization very early on, solved the problem of rural decline and realized the integration of urban and rural areas. In this process, many classical theories were formed, for example "Garden City" theory, "Todaro Hypothesis", "Secondary City Development Strategy", and so on.

In recent years, the theoretical research on urban-rural issues mainly focuses on the relationship between urbanization construction and rural development. Ya S Liu et al. (2017) believe that rural decline is a global problem, and urban and rural areas should support each other to achieve sustainable development<sup>[1]</sup>. X M Pu et al (2019) believe that new-type urbanization and rural revitalization are the inevitable choices to achieve coordinated regional development. They can promote the coordinated development of the two from four aspects: promoting the rational flow of urban and rural factors through overall planning, deepening the reform of rural land system, raising funds through multiple channels, and cultivating and introducing talents in various ways<sup>[2]</sup>. Nathaniel S P. (2020) studied the relationship between economic growth, electricity consumption and urbanization in Nigeria and found that the government should actively participate in rural infrastructure construction and formulate relevant policies to reduce urban and rural migration, so as to reduce the negative impact of urbanization on economic growth<sup>[3]</sup>. M X Chen et al. (2021), combined with the future development trend of new-type urbanization and rural revitalization strategy, predicted that the major challenge facing China's urban-rural development by 2050 would be the regional imbalance of urban-rural relations caused by the geographical features of the sea on one side<sup>[4]</sup>.

### 2.2 Research Status of Domestic

Starting from the idea of urban-rural integration, domestic scholars have explored the relationship between new-type urbanization and rural revitalization from different perspectives.

First, the relationship between the two strategies. J M Cai (2018) believes that the rural revitalization strategy independently implemented without the new urbanization will have little effect<sup>[5]</sup>. Therefore, the implementation of the new urbanization and rural revitalization strategy should be promoted simultaneously<sup>[6]</sup>. K Wu (2020) believes that new-type urbanization and rural revitalization are mutually causal and interdependent in nature. The former can provide support, financial resources, industrial power and manpower for the latter, while the latter provides effective paths for the

former<sup>[7]</sup>.

Second, the path of the integration of the two strategies. X L Cai et al. (2018) believe that the mechanism model of urban-rural circulation system, urban human resources channel to rural areas and capital to rural areas can be established to improve the interactive development mechanism of the two-way allocation of urban and rural factors and promote the synchronous development of urban and rural areas<sup>[8]</sup>. J J Li (2020) proposed to build a collaborative development path that connects the prosperity of rural industries with efficient urbanization, the ecological livability of rural areas with green urbanization, the rural folk culture with cultural urbanization, the effective rural governance with good urbanization, and the rich rural life with people-oriented urbanization<sup>[9]</sup>.

Third, the strategic coupling of the two major strategies. J Ding (2019) analyzed the basis, purpose and historical inevitability of the coupling and coordination of rural revitalization and new-type urbanization strategy in the new era, and proposed that development planning should be formulated scientifically, development thinking should be changed, and institutional mechanism and policy system should be innovated<sup>[10]</sup>. T C Xie (2020) analyzed the inherent mechanism of coupling development between new-type urbanization and rural revitalization from the perspective of the five general requirements of rural revitalization strategy based on the factor analysis of "human-land-money"<sup>[11]</sup>. W X Xu (2020) found that the coupling coordination degree of rural revitalization and new-type urbanization in China is high in the east and low in the southwest, and the driving forces that influence the change of the coupling coordination degree of the two have significant spatial differences<sup>[12]</sup>.

### 2.3 Review of research at home and abroad

Studies on new-type urbanization and rural revitalization at home and abroad generally all believe that urban and rural development should be coordinated, and the relationship between urban and rural development should be deeply explored. Although great progress has been made, there are still some shortcomings:

First of all, since the rural revitalization strategy was put forward relatively late compared with the new urbanization strategy, there are many researches on urbanization and few researches on rural revitalization. Secondly, urban and rural areas are often studied separately, and there are few researches on the combination of the two strategies, and even fewer researches on the internal mechanism of how to achieve coupling coordination between the two strategies. Such academic research bias deepens the gap between the two strategies at the theoretical level. Therefore, on the basis of existing research results, this paper studies the new coupling mechanism of urbanization and rural revitalization, and finally provide feasible suggestions for the development of China's urban-rural relations in a good direction.

### 3. The Development Status of New-type Urbanization and Rural Revitalization

#### 3.1 New-type urbanization

##### 3.1.1 Basic connotation

Urbanization refers to the transfer of rural agricultural population to urban non-agricultural population. New urbanization gradually evolves and develops from the concept of urbanization, which is a supplement and improvement to urbanization.

First, on development goals, compared with traditional urbanization, the new-type of urbanization puts more emphasis on people and pays more attention to people's happiness and sense of improvement. Secondly, in the way of development, the traditional urbanization is mainly driven by extensive elements and investment, and unilaterally pursuing the expansion of urban area and the rapid growth of GDP. However, the new-type of urbanization, driven by innovation, advocates the development of emerging and high-tech industries and pursues intensive development. Finally, in the concept of development, the new-type of urbanization will incorporate the concept of ecological civilization, promote green, circular and low-carbon

development, and aim to create a sustainable urban construction model. In addition, the new-type of urbanization attaches greater importance to quality and efficiency. After realizing a series of problems brought by the traditional extensive urbanization development mode, China's urbanization development gradually shifted from speed to quality and efficiency, so as to ensure the long-term and stable development of urbanization construction.

##### 3.1.2 Major problems in the development of new urbanization

Over 70 years since the founding of the People's Republic of China, China has experienced the largest and fastest urbanization process in the world. Cities are growing in size, population and economic strength, the development gap between urban and rural areas and between regions is narrowing, and the dividends of reform and opening up are being released. By the end of 2019, China's urbanization rate was about 50 percentage points higher than that of 1949, with an annual increase of 0.7 percentage points (as shown in Figure 1). However, there are still some problems that have not been fundamentally solved in the process of new urbanization.

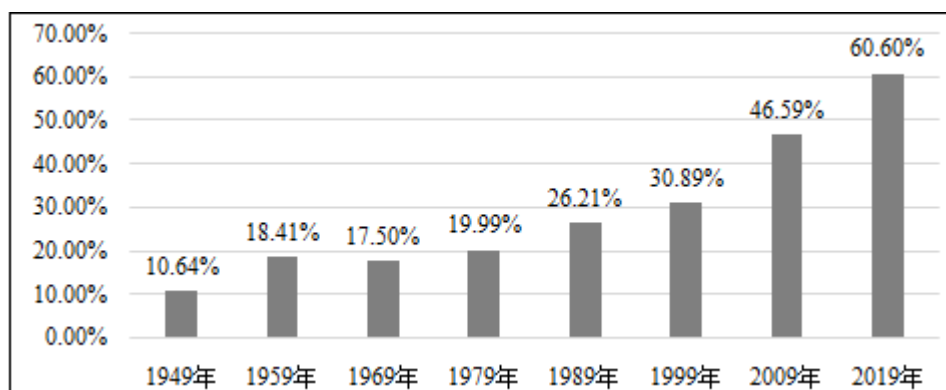


Figure 1: Urbanization rate of permanent resident population in individual years from 1949 to 2019

First of all, the imbalance on regional spatial structure. Since the founding of the People's Republic of China, driven by the strategic background of "priority development of heavy industry", cities in the central and western regions of China have developed rapidly while the eastern coastal areas have been relatively stagnant. With the further deepening of reform, a large number of resource elements have been transferred to the eastern coastal areas, making the comprehensive level of new-type urbanization in the eastern region significantly higher than that in the central and western regions, forming an obvious urbanization gradient pattern of "high in the east and low in the west".

Secondly, the imbalance of the urbanization dimension. The reality of population urbanization is that it is difficult for urban farmers to obtain urban settlement indicators, and even if they are nominally settled, it is difficult for them to enjoy the same basic urban public services. The urbanization rate of registered population and the urbanization rate of permanent resident population show an unbalanced state. In addition, spatial urbanization is faster than population

urbanization, resulting in the man-land imbalance, leading to the rapid expansion of urban space and a declining trend of population density in urban built-up areas. Emphasizing "land" while ignoring "people" greatly hinders the development of new urbanization.

Finally, China's urban governance lags behind the development of new urbanization. According to statistics, the new-type urbanization rate in China is growing at a rate of 1-2 percentage points per year. Meanwhile, some "urban diseases" are gradually exposed, such as pollution, congestion, parking difficulties, urban villages, etc. In addition, it is difficult to respond to public safety emergencies such as COVID-19, fire, collapse and other public safety emergencies. On the one hand, the urban infrastructure, public services and governance capacity have shortcomings, which are difficult to meet the needs of rapid urbanization development; On the other hand, the development mode of most cities is relatively extensive, focusing only on the economy, and ignoring the foresight and planning of urban social governance.

### 3.2 Rural revitalization

#### 3.2.1 Basic connotation

Although the new countryside construction and rural revitalization are both proposed to solve the problem of rural decline, there are significant differences in both the discourse expression and the substance connotation. By comparing and analyzing the general requirements of the CPC Central Committee for rural work in the new rural construction and rural revitalization, it is of great significance to excavate the basic connotation of rural revitalization strategy for grasping the policy guidance of China's "agriculture, rural areas and farmers" issues.

(1)Economic Dimension: from "Production Development" to "Industrial Prosperity"

In the period of new rural construction, although China has reached the overall well-off level, the agricultural productivity is still backward and the supply of agricultural products is insufficient. Therefore, in the construction of new countryside, "production development" mainly refers to improving the supply level of agricultural products. After more than ten years of rapid development, China's agricultural productivity has been greatly improved, the main contradiction faced by the countryside has been transformed into the structural contradiction of periodic oversupply and insufficient supply of agricultural products, so the "industrial prosperity" in the current stage of rural revitalization puts more emphasis on quality.

(2)Ecological dimension: from "village cleanliness" to "ecological livability"

In the period of new rural construction, although there have been different degrees of rural environmental pollution, ecological damage and other phenomena, but due to the low level of economic development and insufficient material wealth, China did not have the conditions and ability to focus on solving ecological problems, and did not give necessary attention to protection. Therefore, the "clean and tidy village" proposed at this time only refers to the improvement of rural living environment. At present, the living conditions of farmers in China have been greatly improved, but rural ecological construction is still relatively lagging behind. Rural ecological environment problems have gradually become a major obstacle to rural development, then "ecological livability" has become an inevitable requirement for rural revitalization. Compared with "village cleanliness", "ecological livability" defines the protection and restoration of the rural natural environment, and takes "livability" as the value standard for evaluation, which is of a higher level.

(3)Cultural dimension: to achieve the local culture with higher requirements

New rural construction and rural revitalization both require "rural civilization". Although there is no change in the literal sense, the connotation of rural revitalization is richer and the standard is higher. Rural revitalization of the requirements of the local custom civilization is not only to continue to safeguard cultural quality, at the same time pay more

attention to the excavation, protection, inheritance and innovation of the rural outstanding traditional culture, also attaches great importance to the good local custom, start-up and folkway foster and outmoded conventions and customs of traditional, changing farmers' spirit, improve rural social civilization degree.

(4)Governance Dimension: From "Management Democracy" to "Governance Effectiveness"

In the period of new rural construction, farmers' democratic consciousness was constantly awakened, but the rural grass-roots democratic election system had not yet been established. The "management democracy" proposed at that time aimed to highlight the democratization of management means and protect the democratic rights of farmers. Since the new era, despite the steady progress of rural political construction in China, the rural governance system is still not perfect, and it is difficult to adjust the increasingly complex social relations within the countryside by relying solely on villagers' autonomy. Therefore, the rural revitalization strategy puts forward the requirement of "effective governance". The governance subject of rural revitalization changes from the former management to the joint governance of government governance, social adjustment and resident autonomy, with more emphasis on the active participation of grass-roots farmers. The governance means of rural revitalization are more diversified, that is, adhering to the combination of autonomy, rule of law and rule of virtue.

(5)Life Dimension: from "life wealthy" to "life rich"

In the period of new rural construction, China has just solved the problem of food and clothing for the people, and generally has initially reached the well-off level. The "comfortable life" proposed at this time mainly refers to improving farmers' income and ensuring material affluence. But in today's China, farmers' living standards have been significantly improved, and the one-word difference from "wealthy" to "rich" reflects a higher demand on the improvement of farmers' income and living standards. At the same time, we should emphasize the material and spiritual aspects, not only to ensure that farmers' income continues to increase steadily, but also to strive to meet their spiritual pursuits in society, ecology, democracy and other aspects.

#### 3.2.2 Main problems existing in rural development

In recent years, China's agricultural production has reached a new level, rural infrastructure has been significantly enhanced, public services have been comprehensively improved, rural residents' income has continued to grow rapidly, working and living environment conditions have improved significantly, rural systems and mechanisms have been continuously innovated, and the productivity of rural secondary and tertiary industries has been liberated and developed. But there are still many serious challenges:

(1) Industry

Above all, the large outflow of rural human resources directly leads to the weakening of agricultural production function, the sharp reduction of the population engaged in agriculture, the decrease of land utilization rate, and the

phenomenon of abandonment and abandonment of arable land. Secondly, the layout of rural industries is unreasonable and the structure is not perfect. For a long time, China's rural economy has been given priority to decentralized small-scale peasant economy, and the traditional agricultural industry account for a higher proportion. The development of the secondary and tertiary industries lags behind, and the integration degree of the three industries is not deep, and the radiation driving ability is not strong. Finally, the development of agricultural modernization is not synchronized with the overall development of rural areas. Although driven by the process of new urbanization and industrialization, the modern agricultural production in most rural areas has formed a scale, but the agricultural modernization has not formed a comprehensive driving role as a whole.

#### (2) Human resources

First, there is a lack of effective agents of action. Since the reform and opening up, the outflow of a large number of young people from rural areas has made the characteristics of rural population "hollowing out" and agriculture "aging" prominent. Left-behind people in rural areas are mostly vulnerable groups, who are the main body of the government to help or provide, rather than the main talents that can be relied on for rural revitalization. Secondly, the structure of human resources is unreasonable. From the perspective of age structure, most of the people engaged in rural agricultural production are the elderly, and it is an indisputable fact that young people are out of touch with agricultural production. From the perspective of regional structure, the quality of rural talents in the developed eastern regions is higher than that in the underdeveloped western regions on average. Moreover, there is a lack of high-quality professionals. At present, agriculture is no longer a traditional "depend on the weather to eat" industry, but a high-tech industry with high demand for technology and talents. But the reality is that the educational level of available talents in rural areas is low, the comprehensive quality is not high, and the professional, technical and managerial talents are seriously in short supply. Finally, the introduction of talent work is not in place, training work is not in place and incentive measures are not in place which lead to the rural talent training mechanism is not perfect.

#### (3) Culture

First of all, the idea of rural cultural revitalization is insufficient. Some rural grassroots cadres only focus on economic construction, but ignore the excavation of local cultural resources and cultural infrastructure construction. The peasants do not know the significance of cultural construction. And the rural young generation lacks a sense of identity with the time-honored culture in the countryside, so it is difficult for them to actively participate in the cultural construction. Secondly, the lack of cultural talents in rural areas. As the main force of cultural revitalization, the number of young people has been greatly reduced with the development of urbanization. As an important propagandist of rural civilization, there exists some problems such as imperfect talent team construction, single type and imperfect talent incentive system. A large number of rural intangible cultural heritage inheritors generally fault, resulting in the continuation of traditional culture is difficult to maintain.

Finally, the mining, inheritance and construction of rural cultural resources are not in place. The single channels for the exploitation of rural cultural heritage resources, the lack of innovation and integration, coupled with the continuous invasion of some bad culture and vulgar customs, have led to the continuous impact on rural culture. Compared with cities, the cultural public infrastructure and supporting services in rural areas are relatively backward.

#### (4) Ecological

First of all, there is serious pollution in rural areas. With the rapid development of economy, China's rural ecological environment continues to deteriorate, and the situation is increasingly grim. Domestic garbage, chemical fertilizer, pesticide, film and industrial gases and pollutants, all kinds of old and new pollution overlap each other, which pose a great threat to the rural ecological environment. Secondly, rural residents environmental awareness is not enough, and ecological awareness is weak. China has focused on the ecological environmental protection in urban areas for a long time, but neglected the rural areas. As a result, residents in rural areas do not know enough about environmental protection knowledge and lack of awareness of ecological protection. Finally, there is a lack of necessary ecological protection mechanism. Grassroots government departments pay insufficient attention to rural environmental protection work, fail to establish necessary laws and regulations system and related supporting facilities, and fail to adopt effective supervision mechanism, which makes it difficult to implement ecological environmental protection measures in rural areas.

#### (5) Governance

First of all, the villagers generally have a low level of autonomy, legal consciousness is weak, and the rule of virtue power is small. In the vast rural areas of our country, because of the poor rural economic conditions, most of the people are still worried about the basic life, and most of the villagers do not care about the political life. So the effect of autonomy is not well. There is also a part of the villagers that legal concept and legal consciousness is weak. The rule of virtue itself is one of the advantages of rural governance, but at present this advantage does not exist, but have been seriously weakened because of utilitarianism, the wind of comparison, the wind of laziness and other bad customs. Secondly, the traditional way of rural governance can not meet the requirements of the new era. In the new era, rural social contradictions become more acute, and rural governance issues become more complex. Interest subjects change from "single" to "multiple", coupled with the increase of rural social mobility, the limitations of traditional rural governance are increasingly prominent. Finally, the rural "hollowing out" is serious, and the governance subjects are missing. In recent years, only during festivals will the rural population return to their hometowns in large numbers. This kind of artificial population flow greatly influences the effect of rural governance. On the other hand, it also makes the main subject of rural governance lack, and it is difficult for rural grass-roots autonomy to be carried out in an orderly manner.

## 4. Coupling mechanism analysis

### 4.1 Industrial urbanization and industrial prosperity

Industry is not only the core of rural development, but also the economic premise of urban development. Guiding the deep integration of primary, secondary and tertiary industries to form an integrated development trend will help achieve the coordinated development of new urbanization and rural revitalization.

On the one hand, industrial urbanization is one of the main lines of the new-type of urbanization, which can promote the prosperity of rural industries through the extensive penetration and diffusion of urban modern industries to rural areas. This process is not only powerful enough to improve the development level of China's agricultural modernization, but also to extend the agricultural industry chain, increase agricultural added value, improve the industrial organization structure in rural areas, increase the proportion of non-agricultural output value. On the other hand, rural industrial prosperity is the foundation to solve all problems in rural areas and can help the development of industrial urbanization. The revitalization of rural industry must revitalize agriculture, because agriculture undertakes the mission of providing basic means of living for urban residents and providing raw materials for urban industrial production. The prosperity of rural industry is accompanied by the improvement of rural marketization level and the improvement of agricultural labor production efficiency, thus saving more surplus labor to provide basic support for the high-quality development of industrial urbanization.

### 4.2 Ecological urbanization and ecological livability

Ecology is the key word that urban and rural development cannot do without. Ecological urbanization is in line with the concept of ecological livability, and it is necessary to ensure that both urban and rural residents enjoy a better ecological environment.

On the one hand, ecological urbanization takes the relationship between urban construction and population, environment, resources, industry, culture and society into account. It takes the ecological economic system as the core, achieves the goal of sustainable development of urban economy and society, and can provide guarantee for rural ecological livability. On the other hand, rural ecological livability is the inherent requirement of ecological urbanization construction. From the perspective of natural environment, a good ecological environment is the greatest advantage and precious wealth of rural areas, and the ecological livability of rural areas provides green space and ecological barrier for green urbanization in China. From the perspective of social environment, if we want to achieve rural ecological livability, we must improve farmers' awareness of ecological and environmental protection, and consciously form good habits of saving resources and protecting the environment. This has overcome a major problem for comprehensively improving urban environmental quality, developing green urbanization, realizing ecological balance between urban and rural areas, and finally forming the green development concept of

harmonious coexistence between man and nature in the whole society.

### 4.3 Social urbanization and rural civilization

Culture is the most lasting and profound driving force in the economic and social development of a country or region. The exchange, collision and integration between urban culture characterized by modern industrial civilization and rural culture characterized by traditional agriculture should be strengthened to meet the growing spiritual and cultural needs of urban and rural residents.

On the one hand, social urbanization provides support for the construction of rural civilization. The ultimate goal of social urbanization is to continuously improve the quality of life of residents and improve the corresponding business system by carrying out some supporting supply activities of public facilities. Social urbanization can promote the construction of rural infrastructure and provide material guarantee and basic carrier for the realization of rural civilization by continuously improving various social public service systems such as education, medical care, health care and pension. On the other hand, rural civilization is the core of promoting the sustainable development of social urbanization. With the thriving of rural culture, some excellent rural traditional culture will blend and collide with the open modern urban culture of multiple civilizations, which can directly reverse the unhealthy atmosphere in the countryside, changes China's rural residents attitude towards the family, society, life and nature. At the same time, it will greatly promote the cultural diversity and the construction of cultural towns, all of this to a certain extent, also affects the process of urbanization and construction.

### 4.4 Spatial urbanization and governance effectiveness

As the carrier of industry, population, culture, economy and other fields in the process of new-type urbanization, the quality and speed of spatial structural transformation not only have a significant impact on other urbanization contents, but also have a substantial impact on the quality of rural development.

On the one hand, spatial urbanization is a process of transformation from the management space of rural attributes to the management space of urban attributes, and it is an effective spatial carrier of rural governance. The construction of spatial urbanization will promote the improvement of urban service management ability, and all kinds of resources and services will gradually sink to the countryside, which will help promote the construction of grass-roots Party organizations. In addition, excellent Party members and cadres of government organs, enterprises and public institutions, and college students working in villages are also conducive to strengthening the construction of rural grassroots Party organizations, innovating grass-roots mass governance, and comprehensively enhancing the level of the grass-roots governance. On the other hand, rural governance effectively points out the basic direction for spatial urbanization construction. As the "nerve endings" and the most basic governance unit of national grass-roots power, the effectiveness of rural governance is directly related to

the overall level and quality of the modernization of national governance. Getting through the "last mile" of the governance system will help modernize the country's overall governance system and capacity, and provide a guarantee for spatial urbanization. With the improvement of the rural governance system and the enhancement of governance capacity, the role of new social organizations such as the Council of Villagers in rural social governance will be played to a greater extent, and the rural society will be more vibrant and dynamic, more harmonious and orderly, and becomes a model of good innovative urban social governance.

#### **4.5 Economic urbanization and life rich**

On the one hand, economic urbanization is a process of gradual non-agricultural economic structure. In the long run, it can optimize the economic structure and improve economic efficiency. It is the basic support for the development of new urbanization and the fundamental path to achieve rich rural life. Economic urbanization, which is based on industrial upgrading, effectively promotes our country countryside surplus labor force transferring to urban areas in great quantities. Not only it can drive the farmers' income level enhancement, to provide basic material guarantee for the realization of the farmers' rich life, also can realize the farmers' income structure transformation by optimizing the rural economic structure, improve economic benefits for the .On the other hand, the purpose of living a rich life in rural areas is to ensure that the vast majority of farmers live a rich, decent and dignified life, which is also the goal of economic urbanization. Living a rich life first requires to increase the farmers' income by developing collective economy, organizing to go out for work or business, increasing property income and so on. With the continuous improvement of the income level of farmers in China, their consumer demand will be significantly enhanced, and their willingness and ability to enter the city will also be further enhanced, which will help promote the economic urbanization construction.

### **5. Suggestions**

Nowadays, our country have entered into a new era. We need focusing on the goals, tasks and general requirements of the strategy of new-type urbanization and rural revitalization, and accelerate the establishment of institutions, mechanisms and policy systems for coordinated and integrated development of the two. Only in this way, can it help to solve the principal contradiction in new era, and provides a strong grip for the high quality of urbanization development, rural prosperity and the sustainable healthy development of urban and rural areas.

#### **5.1 Scientific planning, strengthen the top-level design and classification guidance**

As a national strategy, the coordinated planning of new-type urbanization and rural revitalization has an overall bearing on whether China can fundamentally solve the problem of unbalanced development between urban and rural areas. It is a time-consuming and arduous task.

First of all, we must have a sense of the overall situation, set overall plans and phased tasks, and pay attention to the scientific, systematic, integrated and continuous nature of the planning. Scientific design means that we should follow the objective laws of urban and rural development and take the new trends and requirements of the two major strategies after the building of a moderately prosperous society in all respects into account .By systematic, it means that we need to strengthen systematic planning and make plans for the coordinated development of new-type urbanization and rural revitalization from economic, social, ecological and spatial aspects. Integrity means that in top-level design, the central government should integrate urban and rural areas as a whole into the whole process of modernization. By continuity, we mean that the strategic planning at the national level should provide continuous guidance to practical work.

Secondly, China has a vast territory, and different regions and provinces have different economic bases, population structure, resource endowments and cultural accumulation. When formulating local development plans, not only the differences and development trends of different regions should be fully taken into account, but also the different stages of urbanization and rural revitalization in different regions should be taken into consideration, so as to form an urban-rural development pattern in which urban and rural areas have their own characteristics and complement each other's strengths.

#### **5.2 Make innovations in systems and mechanisms to realize the free two-way flow of production factors of between urban and rural areas**

The key to the coordinated development of new-type urbanization and rural revitalization strategy is the two-way and free flow of factors. Therefore, it is necessary to innovate systems and mechanisms, deepen the reform of the flow mechanism of production factors between urban and rural areas, and promote the two-way free flow of various factors of production such as "human-land-money" between urban and rural areas.

First of all, the dual economic structure between urban and rural areas in China has been running for a long time. This has created a permanent tension between the city and the country and fixed the subordinate status of rural areas, leading to the imbalance of urban and rural interests and slow coordinated development between urban and rural areas. In order to realize the fundamental transformation of rural areas from subordinate status to equal status, we must actively explore the key system reform and promote the transformation of urban and rural structure from "dual" to "one".

Secondly, since entering the 21st century, China has successively introduced a series of policies and measures to integrate urban and rural development to continuously support and guide the development of rural economy. However, due to the restriction of rural objective conditions

and the natural attribute of capital "seeking advantages and avoiding disadvantages", the inertia of production factors flowing from rural to urban is difficult to change. Based on the weak position of agriculture and rural areas in our country, we should give full play to the role of the government, innovate the mechanism of supporting agriculture and benefiting farmers, make fiscal efforts more inclined to "agriculture, rural areas and farmers", and attract the flow of factors to rural areas. Finally, to realize the coordinated development of new-type urbanization and rural revitalization strategy, it is necessary to innovate the benefit adjustment mechanism and stimulate the vitality of urban and rural resource elements.

### **5.3 Adhere to the principle of giving priority to agricultural and rural development, and implement differentiated construction**

First, we need to set up the thinking of giving priority to the development of agriculture and rural development, and strengthen the weak links in agriculture and rural areas. The shift from urban priority development to rural priority development complies with the law of urban-rural evolution and captures the prominent contradiction in China's economic and social development in the new era, which is the inevitable requirement to reshape the relationship between industry and agriculture and promote the integrated development of urban and rural areas

In addition, China's rural areas have a wide coverage, a large number of problems and diversification, so we should pay attention to regional differences and adopt different development strategies. According to the location, the countryside can be roughly divided into four types: urban villages, suburban villages, exurb villages and remote villages. The emphases of rural revitalization strategy should be different in different types of villages. Because there is no perfect and unified management of the village in the city, reconstruction is its primary task. The suburban villages are close to the city and the radiation and driving effect of the city are obvious, so they can undertake the industrial transfer of the city and expand their own industrial and economic strength. They can also make full use of urban residents' consumption demand for rural areas to vigorously develop rural service industries. For the majority of rural exurb villages, such villages do not have obvious advantages in natural resources and transportation location, which are the major difficulties in rural revitalization. Therefore, governance should be the main task. For the remote villages with extremely harsh living environment, extremely fragile ecological environment and particularly serious population loss, we should focus on implementing the policy of relocation, abolishing and amalgamating the original villages, and returning the houses to land and forest to restore the ecology.

### **5.4 Carry out the new-type urbanization in an orderly way and build a modern industrial system**

China is still in the primary stage of socialism and will remain the largest developing country in the world for a long time. Therefore, we must adhere to the five-sphere integrated development strategy, continue to promote the new type of urbanization in an orderly way, and continue to release and develop the productive forces. Additionally, industrial development is the basis for the integrated development of urban and rural areas, and the fundamental way to improve people's living standards and achieve common prosperity.

The first step is to build a modern urban and rural industrial system in which industry and agriculture interact in a coordinated way and are fully integrated. We need to accelerate the development of an urban-rural industrial system featuring coordinated development of the real economy, scientific and technological innovation, modern finance and human resources. Besides, we should form a productive force layout with a large density of factors, an appropriate ecological capacity, a sound interaction between regions and a high utilization of land and resources. Second, we should promote the integrated development of primary, secondary and tertiary industries in urban and rural areas. In response to the new trend of consumption, we will develop new business models such as "Internet Plus, Ecology Plus, and Tourism Plus", foster sound interaction between urban and rural industries, and develop a business system that meets the needs of modern agriculture. Encouraging industries to move to villages and enterprises to the countryside, giving play to the leading role of new types of agricultural business entities, and encouraging farmers to engage in secondary and tertiary industries, will promote local urbanization in rural areas, and enable farmers to find jobs nearby, which can increase the flow of production factors between urban and rural areas. Finally, a platform for coordinated development of urban and rural industries should be set up.

### **5.5 Take county towns as the starting point**

In 2019, the GDP of counties and county-level cities is about 38 trillion yuan, accounting for about two-fifths of the country's GDP. In terms of population size, the permanent population of counties and county-level cities is totally about 270 million, accounting for one third of China's permanent urban population. It can be seen that the county plays a pivotal role in China's current economic system, and the county economy is endowed with an increasingly important strategic position. With the county as the entry point, we can maximize the interaction between new-type urbanization and rural revitalization.

First of all, under the background of market economy, county economy has increasingly become the driving force of China's economic growth. We should improve the investment and financing mechanism for county and give better play to the role of government funds. Secondly, we



need to optimize the county industrial structure and enhance the competitiveness of the county economy and radiation driving force. Finally, we should improve the county governance capacity and promote the modernization of urban and rural governance system and governance capacity. County governance is not only the interface of economic operation at the macro and micro levels, but also an important link to promote the modernization of national governance system and governance capacity, which can effectively promote the integrated development of urban and rural areas.

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