

Research on the Value Orientation and Promotion Path of Rural Revitalization in Zhuhai Against the Background of Guangdong-Hong Kong-Macao Greater Bay Area

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Abstract—The report of the 19th CPC national congress lists rural revitalization strategy, science and education revitalization strategy, talent development strategy, innovation-driven development strategy, regional coordinated development strategy, sustainable development strategy, military and civilian integration development strategy as the "seven strategies" for the future development of the party and China, which shows the high attention to it. Therefore, in the context of Zhuhai's Guangdong-Hong Kong-Macao Greater Bay Area, the value orientation and promotion of rural revitalization and development have become particularly important. This paper mainly starts with the concept, industry, culture, ecology, talent, organization and society of rural revitalization in Zhuhai, hoping to promote the development of advanced cities with higher standards.

Keywords—*Guangdong-Hong Kong-Macao Greater Bay Area; rural revitalization; rural value orientation*

I. INTRODUCTION

In recent years, both the party and the state attach great importance to the planning of rural revitalization and development. With the rapid development of urban economy and the continuous expansion of regions, the gap between urban and rural development and people's living standards has been widening. Currently, Zhuhai is in the prosperous and developing zone of Guangdong-Hong Kong-Macao Greater Bay Area with unique geographical location, rich cultural resources, clean environmental resources, important port hub advantages and so on. Therefore, the implementation and innovation of Zhuhai's rural revitalization strategy is imperative.

II. CHALLENGES OF RURAL VALUE POSITIONING AND RURAL REVITALIZATION IN ZHUHAI AGAINST THE BACKGROUND OF GUANGDONG-HONG KONG-MACAO GREATER BAY AREA

A. Untapped Geographical Advantages

Zhuhai Special Economic Zone is one of the first four special economic zones to implement the opening-up policy in China. It is located in the southwest of the Pearl River estuary in Guangdong province, facing Hong Kong on the east and Macao on the south. Zhuhai is also the core city on the west bank of the Pearl River estuary, the central city of the Pearl River Delta, the node city of the Guangdong-Hong Kong-Macao Greater Bay Area, and the sub-central city of the province. However, from the perspective of Zhuhai's development process, it has not fully used such geographical advantages to revitalize the rural development.

B. Architectural Preservation Is Not Valued

Under the environment of economic development, the destruction of most traditional buildings is widespread, which ignores the function of culture and only pay attention to the economy. Rural development history is longer than the city, and the rural areas of traditional architecture, such as shelter, temple, are of historical value, but the government's inadequate protection for traditional architecture attaches great importance to the low degree, thus hinders the revitalization and development of the country.

C. Inadequate Management of Urban Public Facilities

The public problems in rural areas are prominent, and the investment and management of public facilities are insufficient. Residents' safety risks rise sharply, and their sense of security and happiness plunge. This hinders the revitalization of rural areas and leads to residents' lack of confidence in the government, and the rural concept is stuck

in its own way, making it even more difficult for the government to carry out its work.

D. Urban and Rural Integration Is Not Ideal

Urban-rural integration policy is the first instruction of Zhuhai to revitalize rural strategy, but the government's construction of urban-rural integration has not been ideal. The failure of the urban-rural integration will do no good to the development of countryside. The government should learn from this and combines with other theories to master the actual situation of the villages in Zhuhai. Carry on specific analysis to specific phenomenon according to the on-the-spot investigation.

E. The Rural Development and Construction System Is Backward

The government pays insufficient attention to the rural areas and remains in the former policies without carrying out reform and innovation, which leads to the backward rural development and construction system and hinders the revitalization and development of the rural areas. The role of various aspects cannot be ignored. Comprehensive development and transformation is necessary and the most effective path.

III. EFFECTIVE STRATEGIES OF RURAL VALUE:

POSITIONING AND RURAL REVITALIZATION IN ZHUHAI AGAINST THE BACKGROUND OF GUANGDONG-HONG KONG-MACAO GREATER BAY AREA

A. Research on the Path of Thought

On July 30, 2018, the implementation plan of Guangdong provincial government's rural revitalization strategy (hereinafter referred to as the "plan") was officially issued and implemented. In the planning of the villages, the scheme is put forward as a whole urban and rural integration development. Based on the country revitalization plan, People should promote the urban and rural construction planning, general land use planning, industrial development planning, environmental planning, economic and social development planning organic link, forming the urban and rural integration, regional integration, the unity of rules and planning system.

B. Path Research in Industry

"People will deepen supply-side structural reform in agriculture and foster new drivers of rural development, with the focus on industrial prosperity." This is an important objective set out in the programme.

First of all, implementing the agricultural innovation-driven project is an important step towards the prosperity of Zhuhai's rural industry. In terms of planting industry, people can vigorously develop digital agriculture and smart agriculture, promote the application of modern information technology such as "Internet Plus modern agriculture", and build four rural e-commerce industrial parks and incubators by 2022. People will speed up efforts to improve the weak links in processing and cold-chain logistics. People will focus on the development of the Bai Jiao modern agricultural industrial park and the Hongwan modern fishing port, and

ensure that the cold chain facilities for agricultural products basically meet the distribution needs by 2022. By 2022, 35 provincial-level agricultural famous brand products will be produced. Fine agriculture, fine agriculture and urban characteristic ecological agriculture are the new mode of modern agricultural park construction in recent years. In terms of fisheries, Hongwan center fishing port construction as one of key construction projects in Zhuhai, can depends on the location advantage. People will continue to improve the fishing port industry layout, and develop Marine economy and offshore aquaculture. For example, raising sea bass, flower armour and other aquatic products with high nutritional value, are favored by consumers. In addition to that, strengthen exchanges and cooperation with foreign governments and make Hongwan central fishing port into a central hub fishing port and an international fishery logistics port covering south China to establish Zhuhai new urban business card.

Secondly, the service industry should play a more important role in promoting the rural revitalization of Zhuhai. In terms of tourism, Zhuhai should follow the requirements of the revised master plan for Zhuhai's tourism development (2016-2030) issued in 2017 (hereinafter referred to as the plan) and position itself as "co-constructing Bin Hai international leisure tourism destination with Hong Kong and Macao" to drive rural revitalization through tourism development. Zhuhai should form a tourism spatial development pattern of "one core, two centers, three belts, four districts and multiple groups". People can build a "4+5+N" tourism product system, and propose to build four world-class tourism products, namely, ocean islands, theme parks, festivals and events, business exhibitions. People can further enrich and optimize five Zhuhai featured tourism products, namely, urban leisure, sports tourism, cultural tourism, rural tourism and hot spring tourism, and people also can actively develop a number of special products. It can accelerate the integration of regional tourism and tourism with primary, secondary and tertiary industries and realize integrated innovation. At the same time, it can also deepen the joint development of tourism resources, products and markets, which is the four strategies of tourism integration in Guangdong-Hong Kong-Macao Greater Bay Area of Guangdong Province. It also promotes the construction of tourism transportation facilities-information system, strengthens the tourism policy-system-management "cooperative communication", and promotes the capital flow and integration of "tourism talent-technology". In terms of the hotel industry, for example, the table village in Sanzao town is close to Zhuhai airport, so the hotel catering and accommodation industry can be developed according to local conditions. Moreover, Zhuhai can uphold the concept of "first rich drive later rich", allowing some villages with good development momentum to give some experience support to other villages. For example, referring to the successful experience of Sanzao town Haicheng village in developing Crane Dance culture and Doumen ancient street and other characteristic towns, each village can vigorously explore its own unique features and develop them.

C. Path Research in Culture

"To ensure the prosperity of rural culture and the new atmosphere of rural culture," this is the government's vision for rural cultural development.

Zhuhai can carry on, develop and improve the rural civilization through activities such as "Baijiao sea bass" tourism and culture festival, Sanban water village cultural experience festival, Sanzao traditional culture festival, Wan shan "Matsu festival", and rock fishing competition. At the same time, people will carry out training programs for inheritors of intangible cultural heritage, protect and inherit local cultures such as folk music, folk dances, folk operas, folk activities and traditional handicrafts with Lingnan characteristics, such as crane dance, aquatic marriage, mud fish costume and saltwater songs, and do a good job in folk "village evening", folk culture and traditional sports activities. For example, Haicheng village in Sanzao town has a long history and culture of Crane Dance, which can revive and spread the Crane Dance culture through innovation, inheritance and development. Again, the entrenched Doumen rural Lingnan context, in addition to tangible ancient village, it also holds a large number of intangible cultural resources, whether it is a state-level intangible "marriage" water activation use, or was listed in Zhuhai intangible cultural heritage representative work list "lotus state grain insect", rural culture is the most persistent spirit. In order to preserve the charm and nostalgia of rural development, people need to pass on people cultural heritage, preserve cultural forms, cherish cultural resources and uphold cultural integrity. Represented by "marriage on water", the rural culture and heritage in Doumen are gradually becoming alive and popular. In the practice of the protection and development of folk culture, Doumen can use such ways as "culture and tourism" "culture and creative" Plus "culture industry" and so on to connect cultural heritage scattered in all corners of the country, and endow it with new connotation and truly achieve "in the protection of development and protection in development", and boost Doumen person's self-confidence and sense of belonging. At the same time, the culture of Zhuhai Fish Women should also be vigorously developed, so that Zhuhai Fish Women, as the symbol of Zhuhai, can be well known.

In order to make culture "live" and "fire", people should strengthen the construction of infrastructure, such as selecting conditional villages, relying on the existing old shrines, empty factories, idle buildings in auditorium, cultural activity center and so on. In addition, people can also establish a new learning and education platform, a new carrier of local cultural heritage, local folk museums, rural historians and new positions for spiritual civilization construction. People can make full use of all kinds of public service places, build rural style according to local conditions, and expand national fitness activities. At the same time, people should develop and support sports activities such as walking, cycling, dragon boat racing, dragon and lion dance, and build a number of convenient and beneficial community sports parks to make the 10-minute "fitness", and gradually realize the national fitness activities and the standardization of life. In terms of the construction of rural teachers, it is

necessary to improve the shortage of subject teachers in rural schools, and strengthen the rigid constraint mechanism of the regular flow of principals and teachers in regional compulsory education schools. People will encourage the flow of outstanding urban teachers and principals to rural schools and weak schools.

D. Ecological Path Research

Zhuhai should adhere to the concept of "green water and green mountains are gold and silver mountains" and strive to create a rural landscape with "one kind of scenery along the way and flowers in all seasons".

In 2017, Zhuhai was awarded as "national model city of ecological civilization construction". The construction of ecological civilization has been accelerated, and the pace of rural development is accelerating. According to the requirements of the plan, Zhuhai takes ecological livability as the key to promote the green development of rural areas and make every effort to promote the construction of beautiful rural areas. Zhuhai can vigorously carry out the rural greening and beautification project, and create the distinctive rural landscape road and slow walking path with "one scene in one road and flowers in four seasons" according to local conditions. People will fully carry out the greening and beautification of beautiful rural gardens, and encourage villagers to plant cash crops, such as fruits and vegetables, in front of houses and behind houses, inside and outside courtyards, beside water bodies and around villages, in order to form small gardens and orchards and build micro-gardens. On the basis of giving full play to the advantages of ecological environment, history and culture, folk customs and other resources, Zhuhai can build "one town, one industry" and "one village, one product", and develop characteristic industries, leisure tourism, ecological livability, cultural creativity and other characteristic villages and towns. Upgrade the livable environment for business, business and tourism according to 3A scenic spot standard. For example, the Guangming village of Lianzhou town, located in the north of Doumen, has fertile land, staggered river network and abundant fresh water resources. It is located in the water conservation protection zone, protecting the ecological environment and retaining green water and green mountains for future generations. For example, Lianjiang village, Lianzhou town can develop agricultural tourism experience park and other agricultural leisure tourism projects integrating ecological agricultural planting, agricultural culture tourism experience, rural leisure tourism and popular science education, striving to become a good model of urban leisure agriculture. Again, located in the town of Zhuhai Doumen district lotus state, Tingyun town's total area is 4725 mu, construction land is 846 mu, covering Guangming village and part of the east bay village domain. With the "ecological agriculture" industry as the core, it can organically integrate contemporary art, ecological healthy cultivation, folk culture and rural tourism, and build into a rural leisure industry base integrating cultural healthy cultivation area, Kaolan Art Hotel area, earth art leisure experience area and agricultural and forestry rural ecological experience area. In addition to the coordinated development of man and nature, Zhuhai should also promote sustainable

development. People will carry out a nationwide campaign to improve rural living environments, and establish and improve long-term cleaning and protection mechanisms. People should also plan and carry out actions related to the rectification of household garbage, domestic sewage and toilet revolution. In addition, on the basis of fully implementing the system of river chiefs and lake chiefs, efforts also should be made to promote the system of chiefs of rivers, harbors, forests and islands. Through the construction of pastoral ecological system, people should improve the protection forest network, farmland forest network, irrigation canal system and other infrastructure, restore the biological community and ecological chain in the field, realize the ecological cycle of farmland, and people can also build the agricultural industrial park with combination of planting and raising, ecological cycle and beautiful environment. In a word, Zhuhai city should strive to reach the standard of beautiful livable village.

E. Research on the Path of Talents

It is extremely important that talents play a crucial role in the development of a city, the revitalization of the country plays a role in the development. Every village of Zhuhai can adopt a positive way to introduce more talents to promote the rural revitalization by complying with Zhuhai municipal people's government concerning the talent introduction to notice (bead house [2017] no. 6), .

Zhuhai can implement the project of cultivating new professional farmers, such as supporting new professional farmers to participate in medium and higher agricultural vocational education through flexible schooling system, and carrying out professional farmer professional title assessment. People will implement the rural talent agglomeration project and actively guide all kinds of talents to flow and gather in rural areas. Among them, returning migrant workers who start their own businesses for the first time and have been in normal operation for more than 6 months will be eligible for one-time entrepreneurship subsidies. People will implement the youth participation in rural revitalization strategy project, including the policy of "refunding fees" for normal university students, and allow college graduates who have been employed in rural areas or served in rural areas for three years to withdraw tuition and miscellaneous fees upon approval. For example, for those students who are qualified for the college entrance examination of Zhuhai city, they can get the discount of relevant tuition and miscellaneous fees reduction. Zhuhai College of Jilin University in Antang village, Sanzao town, Zhuhai College of Beijing Institute of Technology in Tangjiawan, and Zhuhai College of Beijing Normal University can all provide the support of talents and technologies to the nearby villages and promote the revitalization of these villages.

F. Path Research in Organization

According to the "strategic plan for rural revitalization (2018-2022)" issued by the CPC central committee and the state council in September 2018, all regions and departments should earnestly implement it in light of their actual conditions. Zhuhai village committees should organize

village cadres and villagers to implement relevant policies to promote rural revitalization.

G. Path Research in Social Aspects

People will give full play to the main role of farmers and social forces. People will uphold the principal position of farmers, fully respect their wishes, and mobilize their enthusiasm, initiative, and creativity. People will guide and encourage nongovernmental forces to actively participate in rural revitalization, implement a mechanism to link party and government organs, enterprises and institutions with rural revitalization, support new township leaders in serving the countryside in various ways, and encourage nongovernmental capital to invest in rural revitalization.

For example, with the beautiful natural scenery of mountains and waters, Zhuhai Langtao Company has selected Guangming village and transformed dozens of residential buildings that have been idle for more than 20 years into high-end recreational residential facilities to build a featured project with "ecological agriculture" as the core — Deyun town. The villagers get the income such as rent and dividend, and become the main body of rural ecotourism. For example, Guangdong Yi Feng Ecological Industry company invested in the construction of Yi Feng Ecological health park, which has a total planning area of 19,000 mu, including dendrobium officinarum industrial district, life science museum, waterfront commercial street, rural life experience area, ecological wetland hotel, Lianhua Shan country park and so on.

IV. CONCLUSION

Against the background of Guangdong-Hong Kong-Macao Greater Bay Area, this paper innovatively studies the rural value positioning and promoting rural revitalization of Zhuhai city from seven aspects: ideology, industry, culture, ecology, talents, organization and society. Delve into this paper for the seven aspect, people should ensure that in the thoughts and party organization highly consistent, in the industry to protect the interests of the farmers and promote the optimization and upgrading of industrial structure in terms of cultural transmission, People also should pay attention to the inheritance and development of traditional culture, in eco-environmental protection to promote green economy, pay attention to the balanced and sustainable development and urban and rural integration development, in addition, in attracting talent to have solid material foundation and good environment, the organization should combine the power of the village cadres and villagers implement institutionalization of the construction of the reform, in the society to the financing, in the end, People should introduce all kinds of social capital. In conclusion, it is hoped that the research results of these paths can provide effective help for Zhuhai to do a good job in rural value positioning and promote rural revitalization against the background of Guangdong-Hong Kong-Macau greater bay area.

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