

# Research on the High-Quality Development of Rural Public Services in China Under the Integration of Urban and Rural Areas

Changhua Lin

Academy of Marxism

Chinese Academy of Social Sciences, CASS

Beijing, China 102488

Fujian Academy of Social Sciences

Fuzhou, China 350001

**Abstract**—At present, the integration of urban and rural areas in China has entered a new stage of development. In the context of rural revitalization, promoting the high-quality development of rural public services has become an inevitable choice to achieve the integration of urban and rural development. Based on Marx's theory of urban-rural integration, this paper focuses on the great significance of rural public services in China to achieve urban-rural integration; on this basis, it explores the theoretical follow that leads to the high-quality development of rural public services in China, and attempts to fully implement the strategy of rural revitalization and put forward the path and countermeasures implement the new development concept to achieve the high-level integration of urban and rural development in China.

**Keywords**—urban-rural integration; rural public services; high-quality development

## I. INTRODUCTION

With China's economic and social development entering a new stage, fundamental changes have taken place in the living conditions of the people, and people's yearning for a better life has given rise to new expectations. In particular, people's demand for public services will become increasingly urgent, high-quality public services are bound to become the main bottleneck restricting the improvement of the living standards of urban and rural residents. In the face of such changes in the development environment, the government must take the initiative to bring the integrated development of urban and rural public services into the key areas of daily work in order to lay a solid foundation for building a higher-level well-off society in the future.

## II. MARXISM THEORY OF URBAN-RURAL RELATIONS AND ITS CONTEMPORARY VALUE

Marxism exposition on the development law of human society revealed the basic trend of the development of urban-rural relations. His theory of urban-rural relations pointed out the research perspective of the equalization of rural public services in China, provides a forward-looking and instructive

theoretical guide for the high-quality development of rural public services in China, and also has practical guiding value for the practical exploration of the construction of rural public service systems in China.

### A. *The Scientific Perspective of Innovating the Construction of Rural Public Service System*

From the development process of urban and rural public service construction in China, the idea of rural public service system construction is gradually formed by the combination of Marxism theory of urban-rural relationship with the specific practice of rural development in China. Generally speaking, the development of urban and rural areas in China has experienced from the division of urban and rural areas to the rapid expansion of urbanization, then to the pursuit of people-oriented new urbanization, and then to the pursuit of the integration of urban and rural development goals. Correspondingly, the construction of public services between urban and rural areas has gradually transitioned from the original urban-rural division to urban-rural coordination, the gap between urban and rural public services has continued to narrow, and the problem of dual urban-rural structure has gradually improved. Overcoming the contradictions and bottlenecks of urban-rural integration and development, and improving the level of public services in urban and rural areas have become the key sticking point to the problem of integrated urban-rural development. It is conducive to fundamentally eliminating the obstacles to fair development between urban and rural areas that improving the level of urban and rural public services, accelerate the rural public service system construction, bridge the gap between urban and rural residents in the area of production and living environment development, and realize urban and rural industrial development, infrastructure facilities, production and living environment, the basic public services and the integration of ecological environment protection, and so on. The changes of the relationship between urban and rural areas in China follow Marxism theory of urban-rural relations. The construction of rural public service system must be guided by Marxism important exposition on the integration of urban and rural areas,

closely combined with the reality of Chinese national conditions, and based on the reality of the development of rural public services in China, so as to provide a more scientific theoretical vision for the high quality development of rural public services in China.

#### *B. Theoretical Support for the Construction of Rural Public Service System*

It is in line with the law of urban and rural development to take the Marxism theory of urban-rural relationship as the theoretical basis for the construction of Chinese rural public service system. The future communist society, anticipated by Marx, Engels and others, will completely eliminate the differences between urban and rural areas, and realize the integration of urban and rural development. In particular, by improving the construction of the rural public service system, the differences between rural public services and those in cities have been eliminated, which is helpful to improve the production and living standards of rural areas, promote the integration and sharing of material and spiritual civilization between urban and rural areas, and then realize the integration of urban and rural areas. The development of practice depends on the theoretical support. The construction of the rural public service system in China must be guided by the theory of the relationship between the urban and rural areas of Marxism and further promote the practice of the high quality development of the rural public service. Based on an in-depth analysis of Marxism theory of urban-rural relations, understand its important expressions, promote the sinicization and modernization of Marxism theory of urban-rural relations, and correctly understand the connotation and significance of the urban-rural integration of Chinese current public services, understand the importance of the construction of rural public service system in the development of urban-rural integration, and identify the trend and regulation of the integration of urban and rural public services. It is of great theoretical value to explore the path choice of high-quality development of rural public services.

#### *C. The Practical Basis for the Construction of the Rural Public Service System*

Through the construction of rural public service system, on the one hand, it can keep the rural development stable, reduce the pressure and crisis of urban excessive development, and alleviate the problem of urban disease; on the other hand, the improvement of rural public service level can enhance the rural social and economic vitality, realize the local placement of the rural surplus population, and ensure the rural prosperity and progress. At present, driven by the strategy of rural revitalization, the level and quality of rural public services in China have made considerable progress, and achieved remarkable results. The endogenous development capacity of rural areas has been significantly enhanced, and the ecological conditions of production and life have been accelerated to improve, which has injected a strong impetus for the sustainable development of rural areas. The high-quality development of rural public services is in line with Marxism important discussion on urban-rural integration, which points out that it is necessary to promote the idea of "population evenly distributed throughout the country as much as possible"

and "with the help of rural urbanization", realize the integrated development of urban and rural areas, practice the development concept of "a chess game between urban and rural areas", and promote the implementation of the rural revitalization strategy through public services, and realize accelerated rural prosperity.

### III. THE PATH CHOICE OF HIGH-QUALITY DEVELOPMENT OF RURAL PUBLIC SERVICE IN CHINA

The report of the 19th National Congress of the Communist Party of China has made a major deployment of the strategy of rural revitalization. This is the only way to follow the basic principles of Marxism urban-rural relations and achieve urban-rural integration. As the general grip to solve the "three rural issues" and the general mobilization to achieve the goal of building a well-off society in an all-round way and the general policy to realize the modernization of agriculture and rural areas, rural revitalization is the objective requirement to resolve the imbalance of urban and rural regional development and inadequate rural development, which urgently needs the whole party and the whole country to jointly cope with. The supply of rural public services is a key proposition that runs through the development of rural revitalization. To achieve rural revitalization, rural public service must go first. Under the guidance of the new concept of "three rural issues" in the new era, it is necessary to always grasp the most urgent needs for the survival and development of farmers, seize the key to the accurate supply of rural public services, comprehensively improve the supply level and quality of rural public services, constantly improve the ecological conditions of production and life in rural areas, and strive to explore a new way to promote rural revitalization and realize the integration of urban and rural areas.

#### *A. The Urgency of Effective Supply of Rural Public Services to Promote the Integration of Urban and Rural Areas*

China is a large agricultural country, with nearly 600 million rural people, backward rural poverty-stricken areas and gradually released agricultural comprehensive utilization and development potential. Rural public service is the fundamental link related to the problems of Chinese agricultural and rural farmers. The effective supply of rural public service needs a accurate, precise and comprehensive cultivation layout of the whole country.

At present, the contradiction between the supply and demand of rural public services is prominent, which has increasingly become the potential restriction and crux for China to realize agricultural rural modernization. For example, the gap in the supply level, content and quality of basic public services between urban and rural areas has become more pronounced, which is not conducive to social equity and justice in the new era of common prosperity. Over the years, the government has continued to increase its investment in rural public services, and the total supply of public services still lags behind the process of rural areas development. The supply of rural public services is in short supply, and children are out of school from time to time, rural health care and rural social security have not been fully covered, and rural public cultural service levels have stagnated. The shortage of rural

public service is prominent, and the multi-level demand of farmers needs to be met urgently, especially the imperfect rural infrastructure, the low degree of agricultural scale development, the insufficient utilization of agricultural resources, unstable income growth effects of farmers, the dissatisfaction of public knowledge and cultural consumption, and the lack of abundant public service products, all of which hinder the development of rural revitalization. The lack of effective supply of rural public services restricts the long-term stability and healthy development of rural economic and social development in China, and affects the aspiration and pursuit of rural residents for a better life.

What is more serious is the obstacles to the supply mechanism of rural public services are highlighted. The failure of the main body and supporting system of rural public service leads to the mismatch of supply and demand of public service, the imbalance of service and the asynchronous development. There is a single main body of public service supply, and the division of supply responsibilities is unclear. The disadvantages of the “top-down” decision-making mechanism for rural public service supply are obvious, the expression channel of farmers demand is not yet perfect, the ineffective and low-end low-quality rural public service supply thus caused waste of a large amount of public resources and capital investment, which leads to the low supply efficiency of the public service, the imbalance of the allocation of public resources in the urban and rural areas, the reduction of the equalization level of the basic public service; and the imbalance of the supply structure of the rural public service, the supply of public services is out of line with the actual needs of farmers, which is not in line with the most urgent public service needs of farmers; the gap in the supply capacity of public services between regions is obvious, the cooperation and sharing of resources are insufficient, and the public service resources in underdeveloped western rural areas form a relatively shortage and backward agglomeration area. A series of contradictions in the supply process of rural public services hinder the effective and accurate supply of rural public services, and form an invisible resistance to the development of urban-rural integration and rural revitalization.

Improving the effective supply of rural public services is of great significance for China to promote the strategy of rural revitalization. On the one hand, the effective supply of rural public services is a comprehensive test of the balanced development level of urban and rural areas in China. Rural rejuvenation must achieve common prosperity in the rural areas, promote the equalization of basic public services, continuously narrow the gap between urban and rural public services, and accelerate the integration of urban and rural development, and realize the modernization of agricultural and rural areas. The level of rural development in a country often determines the level of comprehensive national power. One day, when China achieves the development goals of rich farmers, strong agriculture and beautiful rural, it will be when China becomes a modern power. On the other hand, the effective supply of rural public services forces the construction of governance capacity and mechanism reform of “three rural issues”, and promotes the smooth progress of rural revitalization strategy. The effective supply of rural public

services is conducive to ensuring and improving people's livelihood. It is closely related to the sustainable development of agriculture and the prosperity and stability of rural areas, and to the promotion of agricultural and rural modernization, which also fully reflects the weakness of rural development and the pain of rural reform in China. The process of promoting the accurate and efficient supply of rural public services is also the process of speeding up the reform of the “three rural issues”, promoting the enrichment of supply content, the expansion of supply scope and the clarification of supply subjects, which is bound to comprehensively improve the ability of rural governance and development in China and lay a solid foundation for the construction of agricultural and rural modernization.

#### *B. The Focus of Effective Supply of Rural Public Services to Promote the Integration of Urban and Rural Areas*

In the new era, the supply of rural public services has become more and more the key link of building a well-off society in rural areas, and the crux of promoting the revitalization of rural areas and increasing people's livelihood and well-being and realizing the integration of urban and rural areas. “The key to governance is to settle the people, and the way to settle the people is to observe their sufferings.” For a long time, the reform of important areas and key nodes in China has been closely related to the rural areas. The Chinese nation has a bright history of agricultural civilization and has a specific and profound understanding of people's livelihood. The work of “three rural issues” has always been the top priority of the work of the Communist Party. At any time, it is should not neglect the agricultural development, forget the needs of farmers and ignore rural progress. The implementation of the rural revitalization strategy is a major measure dedicated to the realization of the integration of urban and rural areas for the well-being of rural areas, comprehensively promoting the deepening reform of rural areas, making agriculture a leading industry, making farmers an attractive occupation, and making rural areas a beautiful home for living and working in peace and contentment, which all depend on the effective supply of rural public services to provide reliable guarantee.

The supply of rural public services must adhere to the people-oriented approach. The implementation of the rural revitalization strategy is fundamental to the well-being of people. The supply of rural public services should always focus on the most direct and realistic issues of the people's livelihood interests that the farmers are most concerned about, and the content of the supply should focus more on the urgent needs that are actually related to the peasant masses, so as to solve the people's livelihood concerns based on people-oriented, and from the point of view of the welfare of the rural population, truly make the situation for the people, benefit for the people, serve for the needs of the peasants, and ensure that the service guarantee work is detailed and practical, and fully respond to the peasant masses' requirements for the multi-level public service supply, and pay attention to improving the sense of access and happiness of rural people.

The supply of rural public services must demonstrate the pursuit of social equity. The integration of urban and rural

development is an important sign of the modernization of national governance. The supply of public services should make the basic rights and interests of urban and rural residents develop towards equality, and let the rural areas enjoy the fruits of economic and social development equally. It is necessary to gradually establish and improve the basic public service system covering the whole people, sharing benefits and integrating urban and rural areas, improve the supply capacity and level of rural public services, strive to improve the level of people's livelihood security, promote profound changes in the economic, life and welfare modes of rural areas, and create a happy and beautiful countryside in accordance with the requirements of focusing on the key points, making up for the shortcomings and strong the weak items, in order to resolve the imbalance between urban and rural development and the inadequate development of rural areas.

### *C. The Path for the Effective Supply of Rural Public Services to Promote the Integration of Urban and Rural Areas*

General Secretary Xi Jinping pointed out that adhere to the general policy of giving priority to the development of agriculture and rural areas, in accordance with the general requirements of industrial prosperity, ecological livability, rural civilization, effective governance, and a wealthy life, and adhere to the integrated design and integrated promotion of agricultural modernization and rural modernization, and realize the leap from being a big agricultural country to being a powerful agricultural country. This not only points out the direction for China to promote the strategy of rural revitalization and realize the integration of urban and rural areas, but also establishes the basic principles for the development and improvement of rural public services in the new era, and provides the fundamental follow.

In terms of the supply mode of rural public services, it is necessary to implement the new development concept, courageously promote the innovation of public service supply models, supply channel innovation and supply subject innovation, and effectively strengthen the supply capacity, supply level and supply efficiency of rural public services. In order to meet the multi-level public service demand of farmers, it is also necessary to establish a multi-level cooperative supply mechanism of government, market and social organizations, clarify the responsibility of the government to the supply subject of pure public service, expand the supply development space of market aiming at public service, broaden the source of funds for public service supply, and promote the supply subject to be more perfect and the supply mode to be more diverse.

In terms of rural public service supply decision-making, explore the construction of a bottom-up demand-driven supply decision-making mechanism, based on the needs and preferences of beneficiaries, unblock the information communication channels of government and farmers on public services, improve the expression mechanism of farmers' public service interest demands, improve the participation of farmers as direct beneficiaries in public decision-making, and ensure the paste of supply decision-making in line with the service demands of the rural people, accurately provide the public service supply that can effectively improve the living standards

and survival and development needs of farmers, enrich the content of rural public service supply, continuously expand the scope of supply and promote the optimization of public service supply structure step by step, and maximize the benefits of supply to the vast number of rural people.

In terms of the performance of rural public service supply, strengthen the supervision of rural public service supply, balance the equity and efficiency value of public service, overcome the technical obstacles in the process of public performance evaluation, reduce the contradiction between supply and demand and supply inefficiency, and ensure the quality, level and effect of rural public service supply. Establish a two-way evaluation mechanism with the government and farmers as the main body, improve the internal driving force of public service quality and public satisfaction, improve the performance evaluation system of public service supply, improve the comprehensive and three-dimensional supervision network, implement the accountability and accountability system, effectively regulate the supply behavior, guide and establish a correct view of political performance, and avoid the appearance of "image project" and "migrant workers" to ensure that the decision-making of the supply subject is in line with the public interest.

## IV. CONCLUSION

To sum up, Marx always advocates to promoting the construction of human society and economic development based on the idea of urban-rural integration. In particular, Marx and Engels and other classic writers further discuss the inevitability of urban-rural separation and point out the ways to achieve urban-rural integration. They proposed that science and technology can improve productivity and eliminate urban-rural differences, but he believed that the elimination of urban-rural differences is not the disappearance of essential differences between urban and rural areas, but that residents can enjoy the same living conditions in both urban and rural areas. Marxism classical writers on the relationship between urban and rural areas of the important exposition, for the new era of China to promote the high-quality development of rural public services to provide an important theoretical reference and fundamental follow. Therefore, at present, it is necessary to pay more attention to the improvement of rural production and living conditions, take the road of rural urbanization, so that the rural areas can also provide relatively complete public services and infrastructure, supplement the rural development elements and resources, realize the equalization of urban and rural public services, so as to promote the integration of urban and rural development.

## REFERENCES

- [1] The Propaganda Department of the Central Committee of the Communist Party of China: *Xi Jinping's Outline for the Study of Socialism with Chinese Characteristics in the New Era*, Learning Press People's Publishing House, the first edition in June 2019. (in Chinese)
- [2] Propaganda Department of the Central Committee of the Communist Party of China: *Thirty Lectures on Xi Jinping's Thoughts on Socialism with Chinese Characteristics in the New Era*, People's Publishing House of Learning Press, May 1, 2018 (in Chinese)

- [3] Lin Changhua: Fostering New Cultural Formats and Building a Modern Cultural Industry System, Fujian Daily, November 20, 2017. (in Chinese)
- [4] Zhao Zhikui: Research on the Basic Experience and Regularity of the Sinicization of Marxism, China Social Science Press, 2015 edition. (in Chinese)
- [5] Zheng Chuanfang: Study on Several Issues of Theoretical System of Socialism with Chinese Characteristics, People's Publishing House, 2010 edition. (in Chinese)
- [6] Yang Yeqing: Research on Xi Jinping's Cultural Construction Thought, Master's Thesis of Southwest University, April 20, 2018. (in Chinese)
- [7] Ouyang Xuemei: Theory and Practice of Socialist Cultural Construction with Chinese Characteristics in the New Era, Documents of the Party, February 15, 2019. (in Chinese)
- [8] Wu Minyan: *Logical Approach to Xi Jinping's Important Expositions on Cultural Construction*, Journal of the Party School of the Central Committee of the Communist Party of China (National Administration Institute), April 1, 2019. (in Chinese)