

Research on the Revitalization Path of Zhuhai Jinwan Village Against the Background of Post-Epidemic Situation

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ABSTRACT

In this paper, literature research method, descriptive research method and directional analysis method are used to explore the revitalization path of Zhuhai Jinwan countryside under the background of the epidemic. This paper studies from three aspects: industry, ecology and talents. In terms of industry, the government should focus on industrial prosperity and deepen the supply-side structural reform of agriculture and foster new drivers of rural development. In terms of ecology: Zhuhai Jinwan should adhere to the concept of "clear water and green mountains are gold and silver mountains" and devote itself to creating a rural landscape of "one scenery along the road and flowers in the four seasons". In terms of talent: the government should build a happy rural home as a starting point to attract the return of labor force. The three aspects advance hand in hand and finally achieve the grand goal of revitalizing Zhuhai Jinwan countryside.

Keywords: Zhuhai Jinwan, rural revitalization, the path

I. INTRODUCTION

The year 2020 will be a crucial year in the battle against poverty. Implementing the rural revitalization strategy is the only way to help poverty alleviation. This paper discusses how to realize the rural revitalization in Jinwan District of Zhuhai city from many angles by combining the research status of rural revitalization at home and abroad. The thesis is simple in depth and novel in proposition.

II. RESEARCH STATUS AND TREND ANALYSIS OF ZHUHAI JINWAN RURAL REVITALIZATION PATH

At present, the improvement of rural living environment in Jinwan district has achieved high effect, but still there are some problems demanding prompt solution such as insufficient enthusiasm of villagers. Staff involved in Jinwan District said that before the construction of the four demonstration villages in Jinwan District, high-level design teams were introduced to carry out unified planning according to the standard of advanced construction in Jiangsu and Zhejiang. Based on the initial achievements of the model village, Jinwan District will develop a long-term management system of rural living environment renovation and make full use of the leading role of model villages. Through "tangible benefits for villagers", the government can

highly inspire and motivate them with endogenous power deep inside their mind to participating in the construction and improvement.

For the problem "the economic benefits of single farming are limited", Jinwan District is exploring the mode of combining three industries to improve the added value of land. According to relevant sources in Jinwan District, Jinwan District will make full use of the existing brackish and fresh water intensive fish ponds of tens of thousands of mu in Guangfa Village, Guangyi Village, Shaji Village and Dalin community to explore the comprehensive operation mode of "company + base + cooperative" and then enrich the profit modes of aquaculture industry to drive the increasing of villagers' income. At the same time, Jinwan district will also explore fish culture tourism projects in the aquaculture industry.

The rural areas in Jinwan District of Zhuhai city will deepen the supply-side structural reform of agriculture and cultivate new drivers of rural development according to the requirement of "industrial prosperity". Based on the "village style civilization" requirements, village will realize the prosperity of rural culture. Under the requirement of "effective governance", village shall focus on the basic work at the rural grass-roots level and improve the rural governance system. The government will improve rural people's livelihood to meet the requirements of "living a prosperous life".

The research on the Path of rural revitalization is a key link for the effective implementation of the rural revitalization strategy. It has a profound meaning for improving rural environment and raising residents' income level. It guides the way to build a beautiful countryside. It's known by all that previous studies have been based on people's habits before the outbreak. Under the background of the post-epidemic situation, people's consumption habits and health awareness have changed and new opportunities have emerged for rural revitalization and development. Few existing studies fully take the changes in people's living habits under the impact of the epidemic into account.

III. THE SIGNIFICANCE AND VALUE OF THE RESEARCH ON THE REVITALIZATION PATH OF ZHUHAI JINWAN COUNTRYSIDE IN THE CONTEXT OF POST-EPIDEMIC SITUATION

The epidemic has slowed down China's economic and social development and disturbed the course of our production and life. However, 2020 will be the year to achieve the goal of building a moderately prosperous society in all respects and the year to win the battle against poverty in all aspects. The rural revitalization strategy is an extension of targeted poverty alleviation. If China wants to rise, the countryside and farmers need to be better than ever. Rural areas are the key to completing the building of a moderately prosperous society in all respects at a high level and completing the task of poverty alleviation on time and with good quality. The government should make overall planning for and actively promote the implementation of the strategy for rural revitalization and work related to agriculture, rural areas and farmers in the overall context of economic and social development.

Under the background of the post-epidemic situation, the value positioning of Jinwan Village in Zhuhai and the exploration of ways to promote rural revitalization can well promote the realization of the grand goal of building a moderately prosperous society in all respects and help win the battle against poverty in an all-round way. The Jinwan village of Zhuhai city is connected with Hong Kong and Macao and has a special geographical location. The countryside has a good natural ecology. It has a large river network of islands. Comparatively perfect basic design not only has pastoral scenery, but also owns its unique charm of water town, the island style. In addition, relying on the background of the rapid development of Guangdong-Hong Kong-Macao Greater Bay Area, Jinwan village in Zhuhai city has encountered a great development opportunity. Seizing the development opportunity in the post-epidemic context can accelerate the construction of Zhuhai Jinwan model village and realize the revitalization of Zhuhai Jinwan village quickly and efficiently. Based on this situation, the government will promote the development process of rural revitalization

across the country and effectively help complete the building of a moderately prosperous society in all respects.

IV. RESEARCH ON THE REVITALIZATION COURSE OF ZHUHAI JINWAN VILLAGE IN THE CONTEXT OF THE POST-EPIDEMIC SITUATION

In the process of rural revitalization in Jinwan, Zhuhai, there are some problems, such as the missing awareness of ecological environment protection, lack of enthusiasm for the improvement of living environment, serious disorder in rural construction, lack of prominent cultural characteristics in rural areas, and limited income of rural industries. Combined with the opportunity of rural revitalization under the background of the post-epidemic situation, the value positioning of Zhuhai Jinwan village and the path to promote rural revitalization were explored.

A. Industrial path research: focusing on industrial prosperity, the government will deepen the supply-side structural reform of agriculture and foster new drivers of rural development

1) Accelerating the digitization of agricultural products e-commerce: The epidemic has boosted the "home economy" and greatly affected people's consumption habits. Jinwan Village in Zhuhai can seize this opportunity to accelerate the digitization of agricultural products e-commerce. New forms of marketing, such as live tape, are used to energize the marketing channels of agricultural products such as yellow fin bream, which is popular in pearl River Delta and other places for making soup and steaming. Relying on the geographical conditions of abundant briny and fresh water resources in the region, Jinwan Area mainly supports the yellow fin bream breeding industry in the region. At present, yellowfin bream farming has been developed to nearly 10,000 mu. Only relying on offline sales channels, yellowfin sales market is definitely going to be limited. Now the "homebody economy" has developed rapidly. With the help of this opportunity, the yellow bream can increase its online marketing efforts, broadening its online sales channels, and be sold all over the country, and raise its awareness rather than stay limited in the Pearl River Delta region. Other featured agricultural products in Jinwan District can also be vigorously sold online to create a platform for fresh and agricultural products. Compared with the farmers' market, the online platform has a more guaranteed quality and the products all have the origin traceability information, which also conforms to the consumer psychology--people pay attention to the health and quality of products after the epidemic. Distributors of agricultural products can transfer the

offline content which people pay attention to, such as production environment, production process and raw materials of products, to the online display, so that consumers can feel at ease with their consumption.

2) *Giving full play to the leading effect of model villages and accelerate the development of rural tourism*: The outbreak has disrupted travel many people's travel plan. People long to return to healthy nature and relaxation. The current outbreak abroad is very severe and the number of plans traveling abroad will be greatly reduced. Therefore, after the epidemic, the long-dormant tourism industry, especially the domestic big health industry, cultural tourism, scenic tourism areas and rural tourism will be favored by more people. This brings unprecedented development opportunities to rural construction and cultural tourism. Therefore, Zhuhai Jinwan should seize this opportunity to strengthen the development of rural tourism. For example, government and staff can strengthen the protection of Sanban Village Wetland Ecological Park and develop it into a key tourist attraction in Jinwan, Zhuhai, forming a scenic spot similar to "Zhuhai fishing girl". In addition, paying attention to the cultural characteristics of rural development and increasing the publicity of Hongqi Town Dragon Boat Race and Sanzao Town Haicheng Village Crane dance are of choices. The government will give full play to the leading role of the four model villages in The Jinwan Area, accelerate the construction of other villages, gradually develop from "model villages" to "model towns" and eventually radiate into "model areas".

In addition, in the process of live-streaming the delivery of goods, they can also join their own rural culture. The government can publicize the rural industrial culture on the live broadcast platform, so as to deepen others' understanding of our hometown and promote the development of rural leisure tourism. For example, the government can publish featured rural culture like Crane dance culture in Haicheng Village of Sanzao Town, weaving culture and dragon Boat Race in Hongqi Town and others on platforms such as Douyin and Kuaishou. So that cultural propaganda can not only stay in our mouths, but also be presented in people's eyes. At the same time, relevant departments of Jinwan can develop online publicity platform. By means of "cloud tourism", people can enjoy the "beautiful countryside" without leaving their homes so as to enhance the popularity of Jinwan village and attract tourists to come for sightseeing.

3) *Accelerating the construction of Zhuhai Jinwan into an "aviation city" and a "medical valley"*: After the epidemic, people's rigid consumption needs have changed a little. People's demand for houses and health products has increased. Jinwan village in Zhuhai has

good natural ecology and relatively perfect basic design. In addition, it is the central area of the western part of Zhuhai and the transportation infrastructure is improving day by day. The government can take this opportunity to transform the countryside. The government can also make good use of the original ecological environment of the countryside to build a "livable and enjoyable" rural new city and build Jinwan into an "aviation city" in an all-round way. Besides, Jinwan area has a large number of excellent pharmaceutical enterprises. The government can step up the research and development of health care products and launch a variety of health care products to meet people's consumption needs after the epidemic so as to promote the development of Jinwan and drive rural construction.

B. Ecological path research: adhering to the concept of "clear water and green mountains are gold and silver mountains" and Zhuhai Jinwan is committed to creating a rural landscape with "one scenery along the road and flowers in the four seasons"

Against the background of epidemic, urban residents must wear face masks when going outside. Comparing with this situation, people living in rural areas can be relatively relaxed. The mountains are green and the wind is clear and the air is cool. They don't even need to wear masks when there is no gathering activity. This makes people realize the importance of protecting the environment. Through this epidemic, the government can firmly establish the villagers' concept of green development. The government should encourage the rural people in Jinwan to abandon bad habits and improve the rural living environment. The government should also strengthen the villagers' awareness of environmental protection and their enthusiasm for environmental remediation and accelerate the construction of beautiful and livable countryside. For example, both online and offline activities should be carried out to promote the concept of green and sustainable development. Offline activities can be held on the theme of voluntary activities. Online activities can be released on the "I" volunteer platform to call on the vast number of the grown-up who has great ambitions to get involved in the rural beauty construction team.

Zhuhai Jinwan village can take this chance to implement the rural greening and beautification project vigorously. According to local conditions, the government will create distinctive rural landscape roads and walking paths with "one view all the way and flowers in the four seasons". In addition, the government can also take this opportunity to implement the policy of "three clear, three demolition and three renovation" actively and control the phenomenon of disorderly construction in Jinwan village thoroughly.

Under the epidemic, the fighting capacity of grassroots organizations has been significantly enhanced and their rallying power and cohesion were further strengthened, which is also conducive to the implementation of the policy. On the basis of ecological livability, Jinwan village in Zhuhai can build "one town, one industry" and "one village, one product" and develop characteristic towns and villages such as characteristic industries, leisure tourism, ecological livability and cultural creativity. According to the 3A scenic spot standard, the government can improve the environment suitable for business, living and tourism. For example, the "ecological agriculture" industry is the core of The Small town of Ding Yun in Lianzhou Town, Doumen District. It organically integrates contemporary art, ecological health care, local customs and culture, and rural tourism, and is planned to become a rural leisure industry base integrating cultural health care area, Kaolan Art Hotel area, Earth art leisure experience area, agriculture, forestry and pastoral ecology experience area etc. The government can promote the development of rural economy with the help of tourism and realize the prosperity of industry. The government can practice the idea that lucid waters and lush mountains are invaluable assets. Not only that, the government can also use the impact of the epidemic to strengthen publicity and education. The government will build a legal protection network for wildlife and put an end to the trade in game at farmers' markets. At the same time, the government should improve the environment of farmers' market and ensure villagers' healthy diet.

C. Research on the path of talents: the government should build a happy rural home as a starting point to attract back labor force

Talent plays a vital role in the development of a city and plays an even more important role in the revitalization of rural development. The countryside is the spiritual attribution of Chinese people. The outbreak has deepened the concerns of many people about their homes, especially the migrant workers who are far away from home or even abroad. In the time of crisis, home is the most secure. With their homesickness aroused by the epidemic, local governments should plan industry development in a scientific way so that farmers can find jobs nearby so that labor force can return home. Taking homesickness as a link to the spread civilization, the government will build a happy rural homeland and establish a long-term mechanism for young people to return to the countryside and for rural elites to return to the countryside. All villages in Jinwan, Zhuhai can follow the Notice of Zhuhai Municipal People's Government on Printing and Issuing Zhuhai Municipal Approved Measures for Talent Introduction (Zhuhai [2017] No. 6) to introduce more talents to the countryside in a positive way to promote rural revitalization. Zhuhai Jinwan can carry out a new type of vocational farmer training project. For example,

the government can support the new type of vocational farmers to participate in higher and middle agricultural vocational education through flexible school system. The government will assess the title of a technical post of professional farmers and carry out a project to gather rural talents around and actively guide all kinds of talents to move and gather in rural areas. Among them, migrant workers who start their own businesses for the first time and have been operating normally for more than 6 months will be included in the lump-sum start-up subsidy. The government will implement the strategic project for young people to participate in rural revitalization, including referring to the policy of "taking up posts and repaying fees" for normal university students. For college graduates who have been employed in rural areas or serving in rural areas for three years may, upon approval, government will withdraw their college tuition and other fees. For example, for qualified candidates with hukou in Zhuhai city, they can apply for higher education institutions in Zhuhai city and get discounts on tuition and miscellaneous fees.

V. CONCLUSION

The government can create rural happiness homes as a starting point to attract labor force come back. Combining the advantages of local resources, the government should make scientific industrial planning and build a platform for innovation and entrepreneurship. The government will guide rural migrant workers, college and technical secondary school graduates and ex-servicemen to return home and start their own businesses. The government will train a number of innovation and entrepreneurship leaders and outstanding rural entrepreneurs. For example, for qualified candidates with Hukou in Zhuhai city, they can apply for higher education institutions in Zhuhai city and get discounts on tuition and miscellaneous fees.

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