

The International Reference and Characteristic Road of Rural Revitalization in Guangdong Province

Xinhui Li*

Guangdong ocean University, School of Marxism, China

**Corresponding author. Email: huizi651@163.com*

ABSTRACT

At the nineteen Party's Congress, the Central Committee put forward a major strategic plan for implementing the strategy of Rural Revitalization. And then, A series of files were released one after another. These policies and measures have planned the top-level design and concrete measures for rural revitalization in the new era. It is an inevitable choice for all countries to bridge the gap between urban and rural areas, realize the rational distribution of population and rural revitalize after urbanization. Rural revitalization in Guangdong Province should Learn on international experience, be Based on the rural reality, play the institutional and political advantages of China's rural construction, At the same time, Guangdong can takes advantage of its own geographical advantages, environment advantages, economic advantages and cultural characteristics, open up a road of rural revitalization with Guangdong characteristics.

Keywords: *Rural Revitalization, The international reference, Guangdong characteristics.*

1. INTERNATIONAL REFERENCE FOR RURAL REVITALIZATION

It is an inevitable choice for all countries to bridge the gap between urban and rural areas, realize the rational distribution of population and rural revitalize after urbanization. “New Village Movement” in Republic of Korea, “Trinity Agricultural system” in Japan, “England Rural Development Program” in England, “Village Update Plan” in Germany, “Seven links and one leveling” in America. All policies were based on the condition in countryside, did an active exploration, promoted the development of domestic agriculture and improved the rural appearance, these can provide a reference for Guangdong's rural revitalization.

1.1. Making Shortcomings in Infrastructure Construction, Taking Scientific and Forward-Looking Plan and Management as the Material Basis for Improving the Rural Appearance and Ensuring the Better Life of Farmers

Throughout development and changes in rural area of developed countries, at first all countries have strengthened rural infrastructure, improved farmers village quality of Life for changing the rural backwardness. Since the 1960 s, Germany implemented

village renewal plans, all the villages perfected infrastructure like water, electricity, gas and so forth infrastructures, provided sewage treatment and solid waste treatment facilities at the same time. In America, rural construction requires highways through it. All rural area were provided with water supply and drainage facilities, power, telecommunications, heat, gas and other infrastructure, Funds were shared by the government and the developer, Furthermore rural production and living sites required leveling, Environmental protection should be included during planning and construction. Besides the basic public facilities, in developed countries such as the United States, rural communities generally have schools, hospitals, libraries, museums, parks, churches, sports fields, and commercial districts, there are also sports fields for residents ' leisure and exercise, the community infrastructure can meet the daily needs of the residents, these can ensure old people have a place, children have a place to play, idle people have books to read [1]. In addition, these countries also had scientific and forward - looking construction plans for rural construction, and strictly managed the implementation process. Britain had created the world's first complete urban and rural planning system. In 2004, UK issued “Planning Policy Document 7: Sustainable Development in Rural Areas”, According to the planning policy requirements, new

developments in rural areas must be selected in central areas with jobs, residential areas and public facilities, The Project should not have a destructive impact on the surrounding environmental characteristics, Building materials and project design should conform to the rural area environment, the design of the channel should consider the traffic volume and characteristics after the completion of the project. If a new project was close to an important nature reserve, ancient forest tree area and so on, this project should be evaluated at first. Perfect infrastructure and public services, strict and standard management and forward - looking planning and design ensured the equivalence of urban and rural life, beautiful country environment, fresh air and the pace of slow life not only retained rural residents, but also became a good place for urban residents to relax and vacation.

1.2. With Rich Income and Prosperous Economy as the Long-Term Support of Rural Revitalization

Because of the modernization, urbanization process in developed countries, rural area all faced a large loss of personnel, decline and backward, Measures for rural rejuvenation or revitalization consisted of government subsidies and increasing investment methods like "teaching a man fishing", they also promoted agricultural modernization, developed rural tourism, cultivated farmer spirit and carried out farmer professionalism, These methods can stimulate rural endogenous dynamics like "Giving a man fish". Since the 1980 s, Japan's subsidies to agriculture has been above 4 trillion yen to promote the rural development, amount of subsidies in GDP even exceeded farmers ' income in some years. Category of agricultural subsidies included "subsidies for agricultural social capital in agricultural basic construction, subsidies for changing the production of paddy fields and changing the industrial structure, agricultural mechanization and new technologies, subsidies for improving circulation areas and circulation facilities, subsidies for regional agricultural groups and farmer groups, subsidies for improving the rural environment, and subsidy for new technology development [2]. These subsidies covered agricultural infrastructure, industrial structure adjustment and improvement of rural environment and agricultural technology development, they were characterized by a wide range and strong, they can both deepen structural adjustment and promoted sustainable development and immediately heighten income to people's livelihood, undoubtedly injected a strong needle into rural development. In the excitation of endogenous dynamics, South Korea had established the technology and talent guarantee to ensure the sustainable development of rural areas through technological innovation, restructuring, relying on agricultural associations, cultivating the spirit of "self-reliance, self-help, diligence and cooperation", the

training of new village leaders in the new village movement. Moreover, developed countries devoted themselves to the diversified development of rural areas and expanded the channels for farmers to increase their income through non - agricultural industries. Korean scholars have shown that it is necessary to increase farmers ' income through the diversification of agricultural and forestry products [3]. The United States had vigorously developed rural tourism through scientific analysis, developed transportation network and perfect road signs, and divided rural tourism products into heritage tourism, natural tourism / ecotourism and agricultural tourism, avoiding the homogenization of rural tourism and making rural tourism became a new economic growth point and foreign exchange industry. But in England, the local governments made the countryside a livable, safe and dynamic sustainable rural community by exploring the cultural and environmental values and protecting the natural characteristics of rural areas, the rural economic and social revitalization and the enhancement of rural value. Both agricultural science and technology innovation, agricultural modernization, professionalization farmers and developing rural tourism are long-term support and fundamental measures to achieve agricultural development, farmer prosperity and rural prosperity.

1.3. Rural Communities and Sound Social Security as the Institutional Guarantee to Ensure Farmers' Quality of Life and Eliminate Farmers' Worries

In order to change the farmers living scattered, social services is weak development problems, realize farmers live relatively concentrated, complete rural functions, create a more beautiful environment, developed countries had implemented the rural community strategy for integrating rural elements resources and space layout, and through community quality services to make farmers get the same quality of life with urban residents. Germany conducted the "Bavarian experiment" to solve the post - war rural problems, they had achieved the equivalence goal of different types but the same quality of urban and rural life through planning for rural communities, land integration, strengthening infrastructure construction, and developing education, according to 2010 statistics, rural GDP was just 0.1 percentage points. [4] Japan had reduced the number of villages by half, realized the overall development of urban and rural areas, and made Japan has built many pastoral cities with townships in the city and cities in the township [4]. On the other hand, developed countries had provided a series of welfare policies for farmers, eliminated the inconvenience and worries of farmers living in rural areas. By the end of the 20th century, Japan had established a rural social security system fully covering rural areas, including

public medical care, elderly care, nursing and other insurance, rural public assistance, elderly health care and children's allowances. Nursing insurance was a new component of Japanese social insurance, this insurance policy applied equally to rural residents. Nursing insurance mainly provided nursing services for patients with bedridden or disabled with dementia. Nursing services can be obtained to the physical state of the insured through personal application and the local government. Rural public assistance was the minimum living allowance system for farmers, mainly provided eight subsidies for residents with income below the national standards, including living subsidies, housing subsidies, education subsidies, medical care, childbirth, production and funeral subsidies etc. Health care for the elderly was a guarantee policy established to deal with the aging of rural areas, including home services, daily services, nursing home services and mental health and spiritual comfort, the construction of mutual regional society and the establishment of care services can ensure that the elderly have a dignity, self - reliance and dynamic life. Through the planning and construction of rural communities and providing quality services and long - term management, the above countries had effectively solved the problems encountered in their life and development, and provided institutional guarantee for the farmers ' long - term life and sustainable development of rural residents.

1.4. Perfect Law as the Legal Backing to Protect Farmers' Rights and Interests and Rural Revitalization

Rural construction, planning comes first. But to strictly implement the construction planning, there must be planning and regulations to strongly restrict the construction, and then it can make rural construction not out of shape. Japan, the United States and other countries had completed laws and regulations and planning systems on rural community construction. In Japan, there were as many as 130 laws involving agriculture. Japan had formed a sound rural planning system guiding rural development. For example, the Law on Land Planning, the Law on the Improvement and Construction of Rural Revitalization Areas (referred to as the Rural Revitalization Law), the Basic Law of Agriculture, the Law on Special Measures for Self - reliance in Overseas Areas, the Agricultural Land Law (Revision), the Landscape Law, the Law on the Planning of Land Formation, etc. In protecting farmers ' rights and interests and improving social security, In 1886, Germany promulgated the Imperial Law on Injury Insurance of Employees employed in Agricultural Enterprises, this law can guarantee farmers and their spouses working on the farm and family members of non - temporary jobs in agribusinesses, employees, apprentices and other workers equally working in agribusinesses. In the 1950s, Germany promulgated the

Law on Elderly Security for Farmers and the Law on Peasant Assistance for the Elderly. In 1995, the Agricultural Social Reform Law was promulgated. By then, the sound farmers' social security system had been determined in the form of legislation. In addition, in order to ensure that the quality of rural services and products did not shrink in the market development, France and Japan had developed a relatively perfect industry self-discipline system, the industry self-discipline system had formulated standards for the quality and service quality of agricultural products in detail to guide its standardized development. In 1974, the French government issued the Charter of Quality, Strict regulations and standards had been formulated for the residential quality, service quality and surrounding environment, moreover, the "French family farmhouse" brand organization had formulated the rating of "one wheat" to "five wheat" according to relevant standards, to provide reference for the choice of tourists [5]. These measures promoted standardized services for rural tourism and sustainable rural development.

2. CHARACTERISTIC ROAD OF RURAL REVITALIZATION IN GUANGDONG PROVINCE

Although the successful experience of foreign countries has provided a reference for the rural revitalization strategy in Guangdong, we should also start from the history and reality of rural development in this province, we should not only feel the key contradictions and problems in agriculture and rural areas to the right medicine, but also dare to innovate, tap the potential, give full play to its advantages, and comprehensively improve the value of rural areas.

2.1. Infrastructure Construction and Intelligent Agriculture as the Basis, Making up for the Shortcomings while Forming Backward Advantages, to help Guangdong Rural Appearance and Economic Take-off

Although under the guidance of the rural revitalization strategy, Guangdong Province is also committed to solving the problem of unbalanced urban and rural regional development, the overall level of rural development in Guangdong Province is still low, In 2019, the rural Engel coefficient was 37.1%, 7.1 percentage points below the national average. Moreover, the per capita disposable income of rural residents in the Pearl River Delta region is still a big gap compared with rural residents in eastern Guangdong and northwest. This gap is clearly reflected in basic public services such as transportation, technology, employment, education and medical services. Based on the current rural development situation and learning from the international development experience, strengthening the

infrastructure construction in the northwest and mountainous areas of eastern Guangdong is the first priority to realize the rural revitalization of Guangdong. At the same time, the development of intelligent agriculture, with the help of big data, the Internet of things, mobile Internet, remote sensing technology, geographic information technology, global positioning system, etc., agricultural production can realize the scientific, precise, intelligent, intelligent agriculture can improve farmers' income, at the same time it can realize backward areas development and form a backwardness advantage. In addition, according to the climate conditions, natural resource endowment and existing advantages of Guangdong Province, we can also highlight the characteristics and cultivate the advantages in the layout of agricultural industries, such as Cantonese food, medicine, rice, aquatic products, tropical fruits, tea and so on. If the rural areas have owned the improvement of infrastructure and the formation of high-quality, characteristic industries adding the wings of science and technology, industrial prosperity and economic revitalization must be inevitable.

2.2. Community - level Party Organizations Joining with Farmers in the New Era, Adding Party Building, Self – governing, Rule of Virtue and Law, to Promote the Optimization and Upgrading of Rural Governance

The more than 40 years of reform and opening up have proved that the leadership of the Communist Party of China is the biggest advantage and essential feature of the system of socialism with Chinese characteristics. And the development of Guangdong is also realized under the leadership of the Party and taking responsibility and forging ahead by grass - roots Party organizations at all levels. Rural revitalization in Guangdong also needs the leadership of the Party, and the farmers play the main role. Foreign development experience also proves that ensuring and mobilizing the enthusiasm of farmers should be achieved by raising income, improving social security and regulated laws. Therefore, on the basis of the party leading, combining with the characteristics of Guangdong residents clan concept, we can formulate village rules through farmers spontaneously formed social organizations, popularize agricultural technology, Strengthen the study of legal knowledge and related economic and current political knowledge, realize farmers self management, self service, self - improvement, stimulate the enthusiasm of farmers, autonomy rule and rule of virtue bring out the best in each other. At the same time, in view of the difficulties and pain points in the judicial practice of rural revitalization in Guangdong, local regulations are formulated to provide a complete legal guarantee for rural revitalization.

2.3. Exploring the Cultural Potential of Guangdong, Rural Culture and Socialist Culture with Chinese Characteristics, to Realize the Rural Custom Civilization

As the main body of Lingnan culture, Guangdong culture has a long history, rich content and unique characteristics. Guangdong culture can also be subdivided into Guangfu culture, Chaoshan culture, Hakka culture, Leizhou culture and Gaoliang culture. Although these cultures are different, but they have multiple, compatible and open characteristic in common, which constitute a unique cluster in the big garden of Chinese culture. Rural Culture in Urbanization is relatively well - preserved field and an important embodiment of the local culture. Rural revitalization in Guangdong should take Guangdong's cultural revitalization as a breakthrough point to achieve win - win results of rural economic development and cultural prosperity. Given the reality that only some of Guangdong's traditional villages are well preserved and innovative, but a large number of traditional villages are increasingly dilapidated and unsustainable. Traditional culture is also faced with the dilemma of low audience and low lack of successors. The protection, innovation and inheritance of traditional culture and villages should become the primary task of rural cultural revitalization in Guangdong. Of course, as a part of Chinese culture, Guangdong's rural revitalization cannot be separated from the background color of socialist culture with Chinese characteristics, and that Guangdong has always been an important position and birthplace of modern Chinese revolution, with rich revolutionary culture. At the same time, as the origin and frontier of reform and opening up, Guangdong Province has always been the founder of the advanced culture of socialism with Chinese characteristics, Therefore, carrying forward the red culture and continuing the advanced culture to make Guangdong's rural culture more diversified and richer, is also the due meaning of the rural cultural revitalization in Guangdong Province.

2.4. Combining Environmental Protection and Governance with Scientific Planning, to Realize Rural Ecological Livability

Guangdong Province is a subtropical monsoon climate with abundant rainfall and abundant sunshine, mainland coastline is 4114.3 km long, island coastline is 2378.71 km, and forest coverage rate is up to 58.6% [6], Blue sea and blue sky, clear water and green mountains, beautiful environment, fresh air, attract tourists from all over the country to come to sightseeing. But now, there are also problems such as backward domestic garbage classification, insufficient garbage treatment facilities, local diseases, serious water pollution and seasonal water shortage, and the ecological and environmental

protection system needs to be improved. Guangdong in rural revitalization must give full play to the advantages of the existing natural resources, protect the blue sky and green mountains, punish environmental violations, improve the ecological protection system, improve the rural living environment, complement the lack of ecological infrastructure, and hire professional design institutions for scientific planning and transformation of rural, upgrade the rural appearance and create a livable environment. In addition, we advocate rural residents to classify garbage, protect the environment, practice a green and healthy lifestyle, and achieve sustainable development of rural ecology.

3. EPILOGUE

The rural revitalization strategy proposed at the 19th National Congress of the CPC has drawn a bright blueprint for the future of China's rural development. The experience of developed countries also shows that rural revitalization needs scientific planning, long - term development, both external promotion and internal impetus. Starting from the reality of unbalanced rural development but obvious economic and geographical advantages, Guangdong's rural revitalization should fully mobilize the enthusiasm and creativity of farmers, tap the potential of Lingnan culture, and make use of modern technologies such as the Internet, the Internet of Things and artificial intelligence to promote the modernization of agriculture and farmers' life, at the same time, the Pearl River Delta, East Province of Guangdong, West of Guangdong and northern Guangdong, should determine the focus of rural revitalization, according to the positioning of the main functional areas of various regions, ascertain focus emphasis and make the overall progress, all-round rural revitalization in Guangdong will take the lead in realizing.

4. CONCLUSION

Guangdong needs to implement three key measures to realize Rural Revitalization: First, give full play to the role of grass-roots party organizations under the leadership of the Communist Party of China; Second, we should learn from international experience based on the actual situation of rural areas ; Third, we should tap the cultural characteristics of Guangdong, make comprehensive economic, political, cultural and ecological measures, and walk out of a road of Rural Revitalization with Guangdong characteristics.

AUTHORS' CONTRIBUTIONS

The author 'contributions are giving the concept of characteristic road of rural revitalization in Guangdong province, sorting out the practice of rural revitalization in foreign developed countries, analyzing the current situation of rural revitalization in Guangdong, and putting forward the path of Guangdong to realize rural revitalization.

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