



# Rural Ecological Modernization in China Under the Background of Rural Revitalization

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**Abstract.** The construction of rural ecological modernization is an important part of the rural revitalization strategy and the modernization of national governance. Under the influence of the modernization process, various problems have appeared in the rural ecological environment. This paper expounds the significance of rural ecological modernization, analyzes the problems existing in the construction of rural ecological modernization in China, and puts forward relevant suggestions.

**Keywords:** Ecological modernization · Rural ecological environment · Rural revitalization

## 1 Introduction

The rural revitalization strategy is an important strategic measure proposed by the 19th CPC National Congress to solve China's "three rural" problems. Under the influence of the modernization process, the construction of rural ecological civilization faces various environmental risks and causes various environmental problems. Therefore, the ecological governance of rural areas has been widely concerned. The rural area is an important battlefield of China's modernization and ecological civilization construction. The modernization of rural ecological governance has become an important part of realizing agricultural and rural modernization, revitalizing rural areas and building rural ecological civilization. The modernization transformation of rural ecological environment governance can promote rural revitalization and modernization of national governance, and then accelerate the process of building a modern country in an all-round way.

## 2 Literature Review

Ecological modernization is an important theory of environmental sociology, which was first proposed by German scholar Joseph Huber in the 1980s. This concept is used to describe technology-based, innovation-oriented environmental policies. Chinese scholars have conducted a lot of research on rural ecological modernization, and the main results are as follows:

Tian Chunyan (2022) believes that to systematically promote rural ecological modernization, it is necessary to solve key problems such as weak ecological environmental protection, convergence of economic development roads and insufficient guarantee of ecological system. We should adhere to the system concept and handle the relationship between the parts and the whole in the process of modernization with a systematic approach. [1] Yao Yiyuan and Fang Jianbin (2021) believe that China's rural ecological governance has achieved long-term development, but it also faces problems and challenges such as the lack of community concept, loose trust organization, blockage of symmetric information, and paradox of technical supervision. We must embed big data technology into rural ecological governance to improve the effectiveness of rural ecological governance. We should innovate the top-level design of data governance, improve the network mechanism of data governance, reshape the information platform of data governance, improve the supervision system of data governance, and establish the data decision-making mode of ecological governance, so as to realize the modernization and transformation of rural ecological governance in the era of big data. [2] Li Yezi (2020) believes that under the influence of the modernization process, the construction of rural ecological civilization is faced with the practical problems of lagging ecological governance concept, single ecological governance subject and limited ecological governance technology. Based on the theory of ecological modernization, optimization strategies were put forward from three aspects: ecological governance idea, ecological governance subject and ecological governance technology, so as to promote the construction of rural ecological civilization. [3] Wen Feng'an (2020) believes that the modernization of rural ecological governance is the basis and premise for the sustainable economic and social development of China's vast rural areas in the new era. The modernization of rural ecological governance is an important part of the modernization of national governance system, an important part of rural revitalization, a requirement for realizing the modernization of rural development, and an important guarantee for building the integrated development of urban and rural areas. [4] Deng Ling (2019) believes that rural ecological governance is an important social issue in the dual promotion of rural revitalization strategy and ecological civilization construction. On the basis of analyzing the theoretical basis and realistic logic process of the construction of the modernization system of rural ecological governance, the analysis framework of the modernization transformation of rural ecological governance is constructed from the current social situation of Rural China. The key to the modernization transformation of rural ecological governance is to break through the systemic dilemma of rural ecological governance in the aspects of value concept, governance system, participants, action capacity and public service supply. [5] Tian Chunyan (2018) believes that in order to promote China's rural ecological modernization, various places have made bold exploration and practice, and rich experience has been formed: urban-rural linkage and overall promotion; Attach importance to ecological environment and develop characteristic economy; Rely on ecological projects and protect the ecological environment. [6] Yang Hao (2016) discussed the construction of modern rural ecological environment and put forward relevant countermeasures, aiming at improving the rural ecological environment and promoting the sustainable development of rural areas. [7] Wei Bo (2016) believes that with the improvement of people's quality of life, environmental issues are getting more and more

attention, which is related to everyone's health status and quality of life. Ecological environment protection has become an important factor that cannot be ignored in the process of social development and human survival. As the back garden of urban development, environmental problems should be paid more attention to in rural areas. [8] Tian Chunyan (2015) believes that in the process of modernization, China's rural ecological environment problems are prominent. Ecological modernization is the transition of traditional modernization and the key to solve the problems of rural ecological environment. We should foster the concept of ecological modernization, in which economic development and environmental protection win both sides and man and nature develop in harmony. We should cultivate environmental awareness and establish a system of ecological civilization in rural areas. [9] Qiu Chunlin (2014) believes that promoting rural ecological modernization is a strategic choice and the only way for China to achieve modernization goals. The strategic target of rural ecological modernization is the ecologicalization of development and ecologicalization of development, that is, the development of production, rich life and good ecology; Scientific and technological support is the fundamental way to realize rural ecological modernization. It is the key to realize the modernization of rural ecology that the government leads and promotes. Social organization and mass participation are the basic link of realizing rural ecological modernization [10].

### **3 The Significance of Rural Ecological Modernization in China**

Rural modernization development is an important part of China's modernization development. Our country is a large agricultural country. The countryside is the basic unit of national governance. Rural ecological modernization is an important part of rural governance modernization, but also an indispensable part of national governance. Building an ecologically livable modern rural area is the basic project for realizing the country's long-term stability and is an important part of realizing the goal of China's modernization governance. The lag of rural modernization restricts the synchronous promotion of high-quality development in urban and rural areas to a certain extent. Once the rural ecology collapses, urban development will have no support. At present, the rural residents' demand for rural ecological environment has increased, and the new requirements for rural ecological governance in the new era have been put forward.

Rural vitalization strategy is an important carrier of rural ecological modernization. Improving rural ecological environment and realizing rural ecological livable are the basic content of implementing rural revitalization strategy in China. The rural revitalization strategy is of great significance. Since the implementation of the rural revitalization strategy was proposed in the report of the 19th CPC National Congress, the no. 1 Central Document of 2018 has described the specific blueprint of the rural revitalization strategy. Subsequently, the CPC Central Committee and The State Council issued the Strategic Plan for Rural Revitalization (2018–2022), which made a series of major deployments and action arrangements for the rural revitalization strategy. On this basis, all provinces have also issued local rural revitalization strategic plans. All these plans regard ecological protection and restoration as an important task, as well as the construction of an ecologically livable and beautiful countryside. The rural revitalization strategy is a complex and systematic project involving industry, ecology and talents. In the whole process,

ecology plays a fundamental role and is an important breakthrough in promoting rural revitalization. The rural revitalization strategy calls for strengthening ecological protection and governance. The construction of rural ecological modernization system is an important way to achieve this goal.

## **4 Problems Existing in Rural Ecological Modernization**

### **4.1 Weak Environmental Awareness in Rural Areas**

Ecological environment protection is a prerequisite for promoting rural ecological modernization. At present, rural ecological environmental protection awareness is generally not strong. Although China has explicitly banned the production and use of some high-toxic and high-residual pesticides, the use of high-toxic and high-residual pesticides has been repeatedly banned in order to ensure crop yield and income due to practitioners' weak awareness of ecological and environmental protection. Farmers have very little knowledge of environmental protection and are not aware of the environmental consequences of garbage dumping.

### **4.2 Damage of Rural Economy to Ecological Environment**

With the continuous expansion of agricultural production scale and township enterprise development scale, the allocation of rural resources lacks rationality. As a result, people use and consume more natural resources and aggravate ecological environment pollution, such as the destruction of some cultivated land and mountains, soil erosion, and a large number of wastes and direct discharge. Some polluting enterprises have moved to rural areas to continue production after being shut down in cities. This practice has exacerbated the pollution of the rural environment. Some rural areas have begun to develop tourism. In order to attract tourists, many places blindly develop agricultural landscapes. Due to the lack of environmental management measures, the local ecological environment has been seriously damaged. In addition, with the continuous increase of farmers' income, people's living and consumption level is also improving, and they have the conditions to consume more products, and the packaging used in many products may become the source of rural environmental pollution.

### **4.3 The Planning and System Guarantee of Rural Ecological Modernization Are Insufficient**

Most rural governments lack of planning for rural ecological modernization. The government has no corresponding public services to supervise and manage the ecological environment in rural areas. The lack of funds in rural areas has hindered the construction of environmental protection infrastructure in rural areas. The existing ecological protection systems in rural areas often copy the practices of cities, lacking pertinence and applicability. In the formulation of rural ecological environment related systems, local governments have insufficient understanding of the actual situation of farmers' production and life. As a result, the implementation of environmental protection regulations lacks public support and is inefficient, which is not conducive to the promotion of rural ecological modernization.

## 5 Conclusions

Ecological livable is the basic goal of China's rural revitalization strategy. The modernization of rural ecology is an important part of the revitalization of rural areas and the construction of rural ecological civilization. However, China's rural ecological environment quality is not good, rural residents do not have strong awareness of environmental protection, ecological modernization process lags behind. This needs us to accelerate the pace of rural ecological modernization.

- (1) It is necessary to strengthen the role of local government in the construction of rural ecological modernization. In the construction of rural ecological modernization, the government is not only the leader but also the supervisor, the policy maker and the listener. The local government should realize the importance of protecting the rural ecological environment. They should start from the characteristics of the actual rural layout and the situation of farmers, planning and rural ecological environmental protection measures consistent with. Local governments should take ecological protection as an important indicator of assessment of township enterprises when formulating relevant regulations on the construction of rural ecological civilization. The government should provide necessary equipment and technical support for rural areas, including the establishment of waste disposal sites, waste disposal equipment and later management. For township enterprises with good ecological benefits, the government should formulate relevant tax preferential policies. And vigorously support township enterprises for ecological governance, help them to transform ecological governance into economic benefits.
- (2) In the process of promoting rural ecological modernization, we should pay attention to the role of scientific and technological innovation. We should make use of the deep integration of science and technology and agriculture, effectively change the way of agricultural development, and optimize the rural economic structure. The government should actively create a good environment for ecological management and technology. We will further increase input in green agricultural science and technology, improve the financing system for agricultural science and technology, and create an orderly institutional and market environment. We should promote ecological agriculture protection technology in rural areas and improve the rural ecological environment with high quality. In addition, we should make full use of green advantages to build sustainable modern ecological agriculture, integrate scientific and technological innovation into the production and life of rural residents, and improve the ecological livability of rural living environment in the new era.
- (3) We should improve the rural residents' awareness of environmental protection. We should intensify the publicity of environmental protection. Through environmental protection slogans, environmental protection literature and art works, environmental protection knowledge lectures and other forms, let everyone understand environmental protection common sense, understand the harm that environmental pollution will bring to people.

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