



Research on the High-Efficiency Development Path of Rural Revitalization ——in the Background of the New Era of "Double Cycle"

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ABSTRACT

The construction of a new development pattern with the domestic grand cycle as the main body and the domestic and international double cycles promoting each other is the guideline for rural revitalization. The implementation of the rural revitalization strategy stimulates consumption and investment demand, which in turn provides a fundamental guarantee for domestic circulation system. The rural revitalization strategy provides an way to solve the "three rural problems". The implementation of the rural strategy stabilizes domestic demand, ensures food security safety. The path of high-quality development of rural revitalization can provide decision support for the government to carry out macroeconomic regulation and control as well as for rural villages to choose the suitable development path.

Key words: Double cycle, rural revitalization, high quality development, path research

1. INTRODUCTION

The report of the seventh plenary session of the nineteenth Fifth Central Committee of the Party pointed out that it is necessary to further accelerate the exploration of a new normal development pattern of the national economy with the domestic economy as the mainstay of the major circulation industry, domestic and international double circulation and mutual support to promote circulation. [1] The construction of the new development pattern of double cycle and the rural revitalization are complementary[2]. Therefore, the only way to promote rural revitalization is to stimulate the potential consumption market in rural areas[3] and find the interface between "double-cycle" and rural revitalization. However, the revitalization of rural agriculture is also faced with the challenge[4] Therefore, the whole party must always put the study of the "three rural issues"

2. PROMOTING HIGH-QUALITY DEVELOPMENT OF RURAL REVITALIZATION UNDER THE "DOUBLE CYCLE" PATTERN IS A NECESSARY REQUIREMENT IN PRACTICE

According to the estimation, the urbanization rate of China's population after 2030 is 65.6%~67.4%, [5] and it is expected China's urban population will reach 1.45 billion in 2030. In 2030, there will still be about 4.7 trillion to 500 million rural people in China's countryside. [6] Under the new development pattern of "double cycle", it is necessary to grasp the connection point between rural revitalization and its inherent. In recent years, due to the slow growth of income, the consumption level of rural residents in China is low. [7] Therefore, we must stimulate the potential consumption capacity of the vast rural population. In addition, according to the theory of hierarchy of needs, food is indispensable to human beings. [8] The development of rural revitalization can help ensure China's food security and reduce foreign food dependence.

2.1. The revitalization of the countryside is the fundamental guarantee for the construction of the domestic general circulation system.

To promote the high-quality development of rural revitalization, it is necessary to grasp the synergy point of expanding domestic demand, which is to coordinate the construction of a double-circulation pattern and rural revitalization. [9] Through rural revitalization, consumer demand and investment demand will be stimulated to promote the prosperity of rural industries.

2.1.1. Consumption demand

China insists on "prosperous industry" as the core. By promoting the development of rural industries, the revitalization of rural areas will lead to the employment of residents and increase their income level. As the demand of rural residents for products continues to expand, goods from cities will be transported to rural areas at an accelerated rate, which not only helps to alleviate the situation of overproduction in cities, but also promotes the circulation of factors between urban and rural areas, and improves the overall consumption level of society. As the economic foundation determines the superstructure, the internal circulation system in rural areas will be established gradually based on the increasingly close circulation of factors between urban and rural areas, and the speed and quality of the reproduction process in rural areas will be significantly improved. [9]

2.1.2. Investment Demand

The Opinions of the State Council of the Central Committee of the Communist Party of China on Comprehensively Promoting the Revitalization of the Countryside and Accelerating the Modernization of Agriculture and Rural Areas (hereinafter referred to as "Opinions") pointed out that the pace of building a modern industrial system in the countryside should be accelerated. [10] It is because of the state's policy support for enterprises that the main body of investment in China's rural industry has gradually shifted from the government-led monolithic pattern to a multi-body pattern jointly promoted by enterprises, individuals and the government. [11]

With the expansion of related investments, "e-commerce for agriculture" has made significant development achievements. Take "Poundland" as an example, the turnover scale of Poundland agricultural (by-products) reached 136.4 billion yuan in 2019. [12] When "Internet+" empowers rural areas, it will attract more investment subjects.

2.2. Rural revitalization is an inevitable requirement for dealing with the "three rural issues" under the "double cycle" pattern.

The problem of unbalanced development between urban and rural areas is still prominent [13]. Under the influence of the migration of rural population to cities due to the accelerated urbanization in China, the problem of rural economic decline has become increasingly serious. As a result, high quality resources in rural areas are rapidly transferred to highly efficient secondary and tertiary industries, which seriously intensifies the "three rural problems".

2.2.1. Agricultural problems

China's rural areas must not only develop a well-developed basic agriculture, but also a more developed new non-agricultural system. [14]. The state aims to support rural areas in China to build up a whole ecological industrial chain of agricultural modernization through a series of policy measures based on their own characteristic resources. The agricultural problems will be effectively alleviated.

2.2.2. Rural problems

The root cause of the three rural problems lies in the poor connection between the channels of urban and rural population flow and migration, the poor connection between the channels of agricultural products processing and circulation, and the asymmetry of the financial sector's support to the current urban and rural areas. [15] And the source of these three points lies in the long-standing imbalance of factor circulation between urban and rural areas. Therefore, to solve the three rural problems, it is necessary to build a two-way cycle system of urban and rural factors.

2.2.3. The problem of farmers

The key to the "three rural problems" lies in the peasant problem. The main reason for the farmers' problem is the slow development of the rural economy, the lack of employment opportunities for farmers, the slow growth of their income, the lack of conditions for consumption and investment and the lack of opportunities to develop their own skills, which leads to the continuous flow of rural population to the more economically developed urban areas, which leads to the problems of "agriculture" and "rural areas". Therefore, in order to solve the problem of "farmers", it is necessary to vigorously promote the revitalization of rural areas.

2.3. Rural revitalization is the "ballast stone" for the construction of national security network under the "double cycle".

In recent years, the process of China's participation in internationalization has been disturbed by various internal and external factors. Therefore, it is necessary to vigorously promote the revitalization of rural areas to provide important prerequisites for the construction of a national security network under the "double cycle".

2.3.1. Stable domestic demand

Since countries and regions around the world are interacting more closely than ever, the fluctuations in the external environment have a greater impact on the inter-country economy. When the country's external environment suffers a shock, it will cause changes in the commodity trade balance and capital account balance. The effectiveness of such effects will be magnified in the new era of complex and volatile changes. Therefore, a moderate expansion of domestic demand is conducive to enhancing the country's economic resilience and ability to absorb external risks. In order to achieve the overall stability of the country's domestic demand pattern, it is necessary to continuously stimulate the potential consumption power and investment power of the rural areas, to use rural consumption to stimulate the production of the whole society, to promote the continuous reproduction, and to improve the domestic recycling capacity. At the same time, strengthening the country's internal recycling capacity will help accelerate the adjustment of the country's industrial structure and promote high-quality economic development, thus increasing China's voice in the international industrial chain system and effectively improving China's long-standing "two-headed" production and trade model.

2.3.2. Food security

Food security is a matter of national destiny. Food security is mainly divided into security of food supply in quantity, security of quality, security of structure and type, security of cultivation technology and security of international trade in food. [16] Food security is a matter of national destiny. Food security is mainly divided into food quantity supply security, quality and quality security, structural type security, cultivation technology security and food international trade security. Therefore, in the increasingly complex form, we must vigorously promote rural revitalization to ensure our food supply, improve food quality, enrich food structure, and promote the development and popularization of new cultivation technologies.

2.3.3. Ecological security

Although the country has proposed to protect the ecological environment[17],the relevant work is mainly carried out in urban areas.[18] In addition, due to the loss of labor force in rural areas, most of those left behind are elderly people and children left behind, who lack the awareness and ability to defend their rights, which encourages enterprises to discharge pollutants without treatment. In order to effectively deal with the above problems, we must vigorously implement the rural revitalization strategy and work together with all parties to solve them.

3. CHALLENGES AND COUNTERMEASURES IN PROMOTING HIGH-QUALITY DEVELOPMENT OF RURAL REVITALIZATION UNDER THE "DOUBLE CYCLE" PATTERN

3.1. Not fully mobilizing the enthusiasm of rural revitalization subjects

The revitalization of rural industries requires the cooperation of multiple subjects including the government, enterprises, collective economic organizations, social organizations and farmers [19]. Therefore, in order to do a good job of rural revitalization, it is necessary to give full play to the main role of farmers. Specific measures should be carried out from the following points:

(1) Insist on vigorously cultivating special rural industries. To keep a number of outstanding industrial brands in the countryside, so that local rural residents fully share the social and economic achievements of the construction of their hometowns. Especially after winning the battle against poverty, the risk of poverty among farmers still exists

(2) Vigorously develop the collective economy. The collective economy has significant advantages in organizing and mobilizing farmers, mobilizing their enthusiasm, and improving their income level and production efficiency. We should encourage small farmers to invest in modern agricultural development through brand building and the development of collective economy, and stimulate the main spirit of rural residents[20]

3.2. A single specific way to realize rural revitalization

Some rural areas lack of theoretical understanding of rural revitalization, and do not combine the national guiding ideology with the successful experience of revitalizing areas with the local actual situation. Therefore, the specific ways of Rural Revitalization

should be analyzed in detail.

(1) First of all, the selection of rural industries and projects should focus on the combination of local resource endowment and rural industrial characteristics

(2) Secondly, the selection of rural industrial projects should be consistent with the industrial system of the local economic region and linked with the industries of the local urban areas to form a scale effect.

(3) Finally, the choice of rural industrial revitalization projects should be in line with the economic development level of the surrounding areas.

3.3. The two-way circulation system of factors between urban and rural areas and between villages is not yet perfect

As rural areas have long been a supplementary part of urban economic development, factors have long shown a one-way flow from rural areas to cities. Therefore, it is necessary to accelerate the progress and take measures.

(1) Build a rural industrial system. Accelerate industrial modernization, promote the integrated development of rural industries, extend the industrial chain in rural areas, make use of digital technology to empower products, and constantly improve the siphoning capacity of rural areas for production factors

(2) Vigorously implement the PPP model to promote the cooperation between the government and social capital in the field of infrastructure construction. As of 2019, the PPP model has been adopted by about 60% of key poor provinces, cities and counties to support agricultural infrastructure construction[21] Due to the long-term disadvantaged position of rural areas, the PPP model is essential to guide resources in order to promote the flow of factors to rural areas.

(3) Use the factors of returning population to activate the endogenous power. In 2019, the total number of people engaged in entrepreneurial activities in rural areas after returning to their hometowns was about 8.5 million[22]. Therefore, promoting rural revitalization must provide policy support for the returning people

(4) Making full use of the land factor. By grasping the land factor and attracting investment through it, we promote land intensification and scale, which in turn promotes the modernization of agriculture as a whole, making it possible for the average income level in rural areas to rise and for them to have access to more factors of production, forming a double-cycle system of factors with cities.

4. CONCLUSION

This paper mainly studies the methods of Rural Revitalization and high-quality development under the "double cycle" pattern, explores the significance of promoting rural revitalization for building a domestic large-scale cycle system, dealing with three rural issues and ensuring national security, and analyzes the challenges and Countermeasures Faced by Rural Revitalization under the "double cycle" pattern.

Since most of the previous studies on Rural Revitalization focused on industrial construction, based on the previous research results, this paper puts forward the viewpoint of establishing the factor circulation system in urban and rural areas, and expands the research in related fields.

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