



# Research on the Theoretical Basis of Rural Economy Based on the Background of Rural Revitalization

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**Abstract.** The rural areas have excellent farming culture since ancient times, and the development of its agricultural industry chain has been basically complete, with a larger scale and higher level of agricultural industry model. Based on the basic regional conditions, the rural areas have comprehensively promoted the construction of rural revitalization, and have made outstanding achievements, solidly and steadily building a model of rural revitalization in Qilu. To promote the comprehensive upgrading of rural area construction, this paper focuses on the development status of rural finance and rural economy in the context of rural revitalization, and uses the entropy value method and gray correlation analysis to quantitatively analyze the relationship between them, and discovers a series of problems that exist in the current rural areas in promoting rural revitalization construction: The mismatch between supply and demand of agricultural financial services, backward agricultural insurance and other problems, and put forward scientific opinions and suggestions as a way to accelerate the construction of rural revitalization.

**Keywords:** Rural Finance · Rural economy · Rural revitalization · Farming culture

## 1 Introduction

The main character of rural improvement is the construction of the countryside. The rural revitalization strategy can guide the development of China's rural regional economy in the new era, and is of great significance in realizing the upgrading of agricultural industrialization and stimulating economic market vitality. Rural revitalization has received attention and support from all walks of life since it was first proposed, among which the policy proposes to improve and perfect the rural financial system and system to match the development characteristics of rural agriculture, so that the strong boosting power of rural finance can be reflected. In the process of rural revitalization, finance is a relatively scarce resource element at present, and although its initial effect in promoting rural economic development has been achieved, the overall supply is insufficient and penetration is low, so that its boosting effect is limited and the construction of rural revitalization encounters a bottleneck. Rural areas have a long history of farming culture, and since

ancient times, the primary industry of agricultural production has been an important force in driving the economic construction of rural areas, and has been playing a leading role in promoting the process of rural revitalization [1].

## **2 Related Theoretical Studies**

### **2.1 Theories Related to Rural Economic Growth**

Theories of Rural Economic Growth - The “Three Peasants” Economic Theory.

“The “three peasants” refers to rural areas, agriculture and farmers [2].

### **2.2 Realistic Meaning**

Rural finance is the accelerator of rural economic construction and needs to involve all areas of rural construction. Therefore, it is important to broaden the financial supply channels and strengthen the supply of finance, so to pry the development of rural economy with more diversified, comprehensive and powerful financial services. With the development of the new era, the rural financial market in rural areas is gradually deepening, but deeper capital credit problems are also emerging, which also increases the pressure to deepen and upgrade rural finance, so as a large agricultural region, it is of great practical significance to explore rural finance in rural areas to support rural economic construction [3].

### **2.3 Research on Rural Governance**

Rural revitalization is a theory based on the current stage of rural construction in China, so foreign scholars have not studied it too much, but they have done a lot of research on the construction of rural areas and have explored the improvement of rural economy from various aspects, thus constituting a complete and rich theory of rural governance [4].

## **3 Methodology and Progress of the Study**

In summary, domestics and foreign experts and scholars have done many effective studies on the conclusion of financial support for rural economic development, and have come up with many valuable methodological conclusions that are of some reference significance. First of all, as far as foreign research is concerned, foreign research on this aspect of financial support for rural economic development started earlier and pioneered the research, providing a good research base for later research by scholars at home and abroad, but foreign research has mainly focused on developed countries in Western countries, while research on developing countries is far from enough, so there are certain limitations for China’s research on financial support for rural economy [5].

Rural revitalization is a unique theory in China, and domestic scholars have done a lot of research on it. This paper elaborates from the perspective of financial support for rural revitalization and the development of rural economy in the context of rural

revitalization. First, from the perspective of financial support for rural revitalization, many scholars believe that the focus should be on rural infrastructure construction and industrial revitalization, etc. On this basis, it is advocated that the government, financial institutions and local enterprises should contribute their own efforts to help the development of rural revitalization. Secondly, from the perspective of the development of rural economy in the context of rural revitalization, we mainly discuss the growth path of rural economy, the endogenous growth mechanism of rural economy and the adjustment of rural industrial structure, point out a series of problems faced by rural economy in the context of rural revitalization at the present stage, and explore and propose more reasonable countermeasures from these problems [6]. Current situation of rural financial supply.

For example, in the case of successful rural transformation, these spatial dimensions, large or small, are a place where humanity returns to hide, a place where solitude, passion, silence and expansiveness reside - Anji Shanchuan Rural Memory Museum.

Methods used in this study: (1). Literature method; (2). Case study method; (3). Graphical analysis method; (4). A combination of qualitative and quantitative analysis.

## **4 Rural Revitalization Theory**

### **4.1 The Concept of Rural Revitalization Strategy**

In the 19th National Congress, rural revitalization appeared in the public's sight for the first time. This strategy is a new era policy proposed by the Party Central Committee for the construction of new rural areas, which pays practical attention to the development of rural areas and calls on the whole Party to make efforts to promote the solution of the "three rural issues", and divides rural transformation into five specific requirements, namely, prosperous industry, ecological livability, civilized countryside, effective governance, and affluent living, to write a new chapter of creating a new rural area [7].

### **4.2 General Requirements of Rural Revitalization Strategy**

At present, although the overall development of China's rural economy is good, the key is that the rural modernization industry has not been well developed. Without the guarantee of industrial development, the income level of farmers will not be guaranteed [8].

Adhering to ecological livability is an important embodiment of realizing a new era of rural areas, and is an important prerequisite for reaching a better life for the farmers. It is especially important to strengthen the construction of rural ecological infrastructure, uphold the concept of sustainable development and green development, and improve ecological literacy to create a beautiful countryside [9].

Effective rural governance is the mainstay of rural revitalization. Firmly lead the rural party organizations, promote the democratization of rural decision-making, defend the voice of the peasants, accelerate the construction of a complete rural governance system, enhance rural governance capacity, and achieve truly effective governance. A rich life is the ultimate ideal of rural revitalization and the earnest expectation of hundreds of

millions of grassroots farmers. Firstly, we should continue to pay attention to the lives of poor groups, solve their basic problems of life and improve the quality of life; secondly, we should ensure a steady increase in farmers' income, focus on the high scale and high quality development of the agricultural industry, carry out industrial integration, form an intensive production park model, and provide more channels for farmers to increase their income; Finally, we should achieve a higher level of progress for farmers, accelerate the improvement of their moral quality, and prioritize the development of compulsory education to cultivate more quality talents for rural construction [10].

### **4.3 Theories Related to Rural Economic Growth**

#### **The Concept of Rural Economy**

The rural economy is the sum of all economic activities and economic relations occurring in the rural area, and the development of the rural economy is particularly important to promote the implementation of the rural revitalization strategy. At present, China's rural economic model is facing brand new challenges, and problems such as large regional differences in rural economy, agricultural industrialization not forming a scale, backward rural infrastructure, and imperfect reform of rural property rights system are constantly revealed, so it is urgent to improve the level of rural economic development and adjust its development structure.

#### **Theories of Rural Economic Growth - "Three Rural Economic Theories"**

"The issue of "three rural areas", namely, rural areas, agricultures and farmers, reflects the importance the Party attaches to rural economic development. The new three rural theories combine the characteristics of the times and put forward more reasonable and scientific goals and theories for the Party and all the people, which meet the common expectations of the whole country and are the inevitable result of the changing times. Only by putting forward a more effective theory of rural economic development can we better depict the great blueprint of rural economic construction.

## **5 Conclusion**

The implementation of rural revitalization strategy is an important embodiment of the in-depth implementation of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. The implementation of the rural revitalization strategy is a major strategic choice for the overall promotion of the "five-in-one" overall layout and the coordinated promotion of the "four comprehensive" strategic layout. The implementation of rural revitalization strategy is an inevitable requirement to solve the contradiction between people's growing need for a better life and the unbalanced and insufficient development. The implementation of rural revitalization strategy is of great and far-reaching significance for building a well-off society, realizing the Chinese dream of the great rejuvenation of the Chinese nation, promoting the synchronization of "four", promoting the integrated development of urban and rural areas, inheriting and carrying forward the Chinese farming civilization, etc. It has pointed out the direction and provided the fundamental guidelines for the agricultural and rural work in the new era.

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