

Research on Rural Planning Problems and Countermeasures in Shandong Province under the Background of Rural Revitalization

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Abstract: Since the reform and opening up, China's urban and rural construction has been developing, and the gap between urban and rural areas is increasing. In order to solve the problem of “agriculture, rural areas and farmers”, the Central Committee of the Communist Party of China issued a series of guiding documents, guiding documents focus on rural construction, pointing out the direction for rural development. In view of the current situation of weak industrial model, labor outflow, idle farmland and unbalanced resources in the development of beautiful rural areas in Shandong, Shandong Province has strengthened the overall design and stage planning of the implementation of rural revitalization strategy. In the context of rural revitalization strategy, this paper analyzes the current situation and existing problems of rural development in Shandong, explores and studies the new development path of beautiful rural planning under the background of rural revitalization, which is used to solve the existing prominent rural problems in Shandong and create a new situation of agricultural and rural development in Shandong^[1].

This paper summarizes the key points of rural revitalization planning that we need to solve the problems of using idle farmland, shelving the reconstruction of rural houses, and increasing villagers' income. Compared the beautiful countryside planning with the village planning, and implement the mass-compiled planning mode, so as to make the planning more systematic and integrated, and promote the healthy, orderly and sustainable development of the beautiful countryside^[2]. Then, under the background of rural revitalization strategy, this paper takes Shandong Province as an example to analyze the problems and solutions of beautiful rural planning. Centering on the five core characteristics of “industry”, “talent”, “culture”, “ecology” and “organization”, the specific strategies to realizing beautiful rural planning are put forward.

Key words: Rural Revitalization; Beautiful Rural Planning; Existing Problems

1. Foreword

The report of the 19th National Congress of the Communist Party of China proposed to “implement the rural revitalization strategy”, and then put forward the overall requirements of “thriving industries, livable ecology, civilized village customs, effective governance, and rich life”. At the NPC and CPPCC sessions, General Secretary Xi Jinping once again stressed when he attended the deliberation of the Shandong delegation: “The implementation of the rural revitalization strategy is a big article, and we should make overall plans and scientifically promote”^[3]. And from the promotion of rural industry revitalization, talent revitalization, cultural revitalization, ecological revitalization, organizational revitalization and other aspects, how to implement the rural revitalization strategy to do a further discussion and analysis, for party cadres at all levels to implement this major strategy to provide an action guide and basic follow. On February 22, 2022, the “No.1 Central Document” was officially released. Since 2004, the no. 1 central document with the theme of “Agriculture, Rural areas and Farmers” has been released for 19 consecutive years. The document calls for firmly keeping the two bottom lines of “ensuring national food security and not returning to poverty” on a large scale^[4].

This paper combines the general situation of beautiful rural construction in Shandong province, from different levels, put forward under the strategy of rejuvenating the beautiful rural planning strategy, and apply the theoretical results to the project of practice, explore the beautiful rural planning strategy, promote the strategy of the beautiful rural planning, make

the planning is practical and scientific, similar to the construction of other villages to provide practice and significance.

2. Analysis of the Current Situation of Rural Revitalization

2.1 Existing Problems in Rural Development

2.1.1 Idle Farmland and Houses

Most of the young groups choose to develop in cities and settle down in cities, leading to the outflow of rural population, villages, houses and farmland idle, forming the phenomenon of “hollow village”, idle resources are not rationally used and transformed, making a large number of rural land idle and resources wasted^[5].

2.1.2 Labour Force Loss

The widening gap between urban and rural areas, the villagers choose from rural to urban development, youth group is the core strength of the village, they leave, makes the village only the elderly, women and low level of culture, the elderly group accounted for a large proportion, lead to village population aging, the rest of the group to accept new technology ability is limited, makes the village lack of farming labor and technology industry labor, have certain influence on agricultural production^[6].

2.1.3 Unbalanced Supporting Resources

As a result of the unbalanced development between urban and rural areas, it is difficult for rural groups to share urban resources. For example, the lack of rural medical and health resources, few equipment and low service level, which cannot meet the medical needs of villagers, and the infrastructure, such as transportation, medical treatment, water conservancy, electricity, culture and education, need to further improve^[7].

2.1.4 Unstable Capital Income

In recent years, the state has increased the investment in rural areas, and the income of villagers is also increasing, enabling urban workers to return to their hometowns to work. But these workers return to the countryside, continue to work in farmland, want to do easy and decent jobs, the countryside cannot provide more skilled jobs, can not obtain a higher income. In the face of natural disasters, villagers' income continues to decrease, lack of agricultural risk compensation mechanism^[8].

2.2 Countermeasures in Rural Development

2.2.1 Utilization of Idle Farmland

Villagers' main economic source of income is farmland, want to let the villagers live a rich life, only on traditional farming is not enough, using “farmland cooperative” development model, encourage idle farmland use, build farmland planting experience area, scale management, develop the characteristic agricultural products processing, agricultural products electricity sales, leisure entertainment agriculture new forms such as^[9]. At the same time, the professionals of “farmland cooperatives” teach farmers agricultural planting techniques, and the villagers can engage in new agricultural planting techniques to gain profits, which not only solves the waste of farmland resources caused by idle farmland, but also improves the supporting service facilities of irrigation and water conservancy.

2.2.2 Shelving the Renovation of Rural Houses

The rural population chooses to live and work in the city, resulting in a large number of rural houses shelved, can not be reasonably used. The large number of structure not only affects the renovation of the village living environment, but also causes a large waste of housing resources. Rural houses will be transformed and upgraded into agricultural cooperatives, make reasonable use of idle farm houses, villagers participate in the operation, introduce external enterprise investment, combine multiple resources, develop tourism and home stay experience, maximize the advantages of rural houses, and carry out the transformation of farmhouse industry^[10]. This avoids shelved the waste of rural housing resources, and promotes economic growth, and regulates and maintains the damage of rural infrastructure.

2.2.3 Income from the Villagers

The rural revitalization plan is a transformation from a “new countryside based on material resources” to a “new countryside based on humanity”, which organically integrates villagers with farmland and agricultural houses. The villagers will transform the traditional farming income mode to form the planting income mode of the new technology industry. Through agricultural products sales, exhibition and other ways to obtain profits. Farmland, farmhouse industrialization organic combination, the old room to build tourism home stay facility experience place, the villagers can be involved as management, this provides the villagers with employment, business opportunities, expanding the development of rural village

income, the villagers life also become rich, village development is getting better and better, fully realize rural revitalization of just around the corner^[11].

3. Propose

Centering on the five core characteristics of “industry”, “talent”, “culture”, “ecology” and “organization”, this paper puts forward the specific strategies to realize the beautiful rural planning.

3.1 Industrial Revitalization

To promote the revitalization of rural industries, it is necessary to focus on the development of modern agriculture, focus on the integration of the primary, secondary and tertiary industries in rural areas, carry out village industrial planning, determine the industrial positioning, and establish two cooperatives, farmland cooperatives and farmhouse cooperatives.

3.2 Talent Revitalization

To promote the revitalization of rural talents, we must give top priority to the development of human capital, strengthen talent support for rural revitalization, and accelerate the cultivation of new types of agricultural business entities, so that those who are willing to stay in the countryside and build their hometowns can stay secure.

3.3 Rural Culture

We will strengthen ideological and moral and public cultural development in rural areas, and, under the guidance of core socialist values, further explore the ideas, humanistic spirit, and moral norms contained in the fine traditional farming culture.

3.4 Ecological Revitalization

The basic principle of ecological revitalization is to give priority to ecology and firmly protect the ecological environment. The ecological environment should be restored, the water system and river basin should be renovated, and the pits and ponds should be restored to create a healthy and comfortable ecological space and build villages with beautiful environment.

3.5 Organizational Revitalization

We will promote the revitalization of rural organizations, build thousands of strong rural community-level Party organizations, and train thousands of outstanding secretaries of rural community-level Party organizations.

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