

# Research on the Comprehensive Promotion of Rural Revitalization and Urban-Rural Integration Strategy

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**Abstract:** The development gap between urban and rural areas is a prominent contradiction and issue in the process of modernization in China. To overcome this key contradiction, it is essential to take the rural revitalization strategy as the core foundation, utilizing it as a driving force to continuously narrow the gap between urban and rural areas. Therefore, in the process of rural development, it is crucial to adhere to agriculture and rural development as prerequisites, actively coordinate the development strategies between rural and urban areas, and strive to shorten the developmental distance between villages and cities. This approach promotes mutual integration between the two and brings rural and urban areas closer together. The rural revitalization strategy is employed to bridge the gap between rural and urban areas, promoting the integration of the two and fostering a modern perspective on rural social development. This article analyzes the current social relationship between urban and rural areas in China and discusses strategies for urban-rural integration and rural revitalization, aiming to provide insights for promoting the development of urban-rural integration and rural revitalization.

**Keywords:** Rural revitalization; Urban-Rural integration; Heyuan City; Development strategies

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## 1. Introduction

It is fundamentally essential for national development and people's well-being to address the "San-nong" issues (the issue of agriculture, rural areas, and farmers). To implement rural revitalization policies effectively, it is crucial to bridge the gap between urban and rural areas from the root, advancing rural development and progress from various dimensions. The implementation of the rural revitalization strategy is a grand plan that must be comprehensively designed from the top level and progressively executed. Therefore, in the development of rural revitalization and urban-rural integration, it is essential to adhere to industry as the foundation. By constructing an ecologically livable and culturally courteous rural environment, the goal is to drive the revitalization of industries in rural areas, ultimately achieving the historical tasks and objectives of rural modernization construction and development.

## 2. Development Relationship between Cities and Villages

The development of villages is not independent but a systematic process. Villages and cities do not stand in opposition; instead, they form a symbiotic community. The emergence of cities originated from the division of labor and mutual cooperation. In each stage of urban development, corresponding modes of shared activities or social classes will emerge. When the overall productivity of people reaches a certain level, it can reflect the current state of social development <sup>[2]</sup>. In the past century, economic globalization has driven a massive wave

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of urbanization and industrial transformation, witnessing the eternal charm of cities. Cities accumulate a rich material foundation for the integration and coordinated construction between urban and rural areas. Division of labor and coordination in cities is a natural outcome of development, with the level of detailed division of labor depending on the current level of development of productive forces. In contrast, villages are considered backward and simple, often seen as subordinate to cities. However, villages provide vast development space for cities and serve as the foundation for maintaining ecological and cultural civilization during urban construction.

Different village areas have significant differences in terms of population composition and cultural specificity. Moreover, villages offer more possibilities and a reserve of labor for city development. Although rural civilization lags, its stability is relatively strong. Therefore, villages often play a crucial role as a buffer zone for cities to shift crises during their development. As a rapidly developing country, China should pay attention to the integrated development of urban and rural areas, providing support for exploring new civilizations.

In conclusion, the relationship between cities and villages is not a simple dichotomy or opposition. Instead, it requires an open and harmonious development attitude, balancing through complementary advantages, allowing for greater elasticity in social civilization and socio-economic development. By maintaining tension in development while leaving space and zones for buffering, cities and villages can achieve mutual development.

Taking the development of Heyuan City in China as an example, Heyuan, known for being a development base for high-quality drinking water resources nationwide, boasts Wanlv Lake, the largest artificial lake in South China, maintaining national surface water standards year-round. In 2023, the counties, districts, and towns under Heyuan were collectively honored as exemplary in the "Hundred Counties, Thousand Towns, Ten Thousand Villages" high-quality development project in the province. At the opening ceremony of the 5th Guangdong Tea Industry Conference, Heyuan signed a 60-million-yuan contract for Purple Gold Zen Tea. By the end of 2023, over 40 agricultural investment projects reached intended contracts at the local cooperative investment promotion conference, with a total investment amounting to 6.948 billion yuan. The positive news from Heyuan has provided Guangdong Province with a vast buffer zone for urban construction and development. Through the construction of agricultural ecological environments and the development of characteristic agricultural products, Heyuan has created a consumption circle for the revitalization of villages, promoting the continuous narrowing of the gap between urban and rural areas and driving the mutual development of the local urban and rural areas.

### **3. Development Strategies to Promote Urban-Rural Integration Based on the Background of Rural Revitalization**

Throughout the course of human society's progress and development, the development between rural and urban areas has always been interrelated, mutually beneficial, and coexistent. The development process between urban and rural areas can be roughly divided into three historical stages: urbanization of rural areas, urbanization of rural areas, and the integration of urban and rural areas<sup>[3]</sup>. In the early stage of urbanization of rural areas, cities relied on land, property, and farmers as the foundation. The construction and development of cities depended on extensive rural land resources and the supply of cheap labor. However, cities themselves did not have a mature and independent industrial and industrial development system, nor did they form a production mechanism with sufficient attractiveness and influence. Industries with low technological content could only construct repetitively. The vast living space served as a supporting space for political and military development. At this stage, cities primarily depended on rural resources for construction. In the second stage, the development entered the urbanization phase of rural areas. At this point, cities had a strong production base and had established a division of labor system based on industrial foundations. The interaction between rural revitalization and the integrated development of urban and rural areas is a mutually beneficial relationship. To promote synergy and complementarity between the two, it is necessary to leverage the advantages of resource complementarity

and flow. This involves using urban development to drive rural development and promoting rural development through industrial development, achieving a high level of integration between urban and rural areas in various fields such as economy, ecology, and culture.

### **(1) Leveraging the leading role of government departments in coordinating and dividing urban and rural resources**

The integration of urban and rural areas and the development of rural revitalization are not achieved overnight. The progress of both requires the government to take the lead in achieving coordinated planning of urban and rural resources, understanding the laws of resource flow between urban and rural areas, and reasonably allocating resource elements in the process of urban and rural development. In the case of Heyuan City's urban-rural integration development, particular attention must be paid to the guiding role of local governments in spatial planning, industrial structure adjustment, and various management aspects <sup>[4]</sup>. The municipal and county-level governments belong to the middle-level local government level. In implementing national and provincial-level government-delegated urban and rural development policies, they also need to play a role in coordinating and planning the spatial layout of urban and rural areas. They should enhance the relaxation and optimization of the investment environment, focus on the construction of infrastructure around urban and rural areas, and maintain a more benign market development order. Township governments, as grassroots government departments, serve as bridges in communication and connection between upper-level governments. Therefore, they should actively explore the characteristics of local agricultural products and agricultural tourism resources, broaden channels for the development of local rural areas through the construction of characteristic agricultural towns.

Furthermore, attention should be paid to the coordinated planning and development of urban and rural areas, taking a holistic view and using the inheritance of human habitation environment and ecological culture as elements to promote the construction of urban and rural infrastructure and the development and layout of industries. Based on the local ecological resource characteristics and other resource carrying capacities, emphasize the expansion of the industrial pattern. Key areas with good basic conditions should be developed into growth pole industries. The development should start locally and then drive the overall development, achieving the flow of elements in space. Considering Heyuan City's proximity to the Pearl River Delta region, its geographically advantageous position facilitates the introduction of advanced development technologies in the agricultural process. Therefore, key agricultural projects should be initiated to convert technological strength into agricultural productivity and capital elements.

For instance, in 2022, Heyuan City's annual planting area for crops stabilized at over 2 million mu, with a total grain output of 800,000 tons, achieving double-digit growth in grain development for four consecutive years. Heyuan City is particularly known for peanuts, and after Heyuan Huasheng entered space with the Shenzhou 13 manned spacecraft, the cultivation of peanuts in Heyuan integrated technology. Through the construction of seeds and agricultural chip development, the region not only retained the development characteristics of local agricultural products but also created a brand for peanut products in Heyuan. Similarly, the winter wheat planting technology in Jinxi Village, Lianping County, Heyuan City, is well-developed, creating a vast green carpet of winter wheat when viewed from above. This is also the agricultural planting result obtained from the "three-crop rotation" planting model promoted by Heyuan City, which not only includes rice and wheat but also promotes three major agricultural planting models, including rice-potato-sweet potato, rice-bean, and rice-vegetable. By expanding the area of grain planting, the region collaborates with smart agriculture companies, driving local agricultural progress and development.

### **(2) Promoting the integrated development of three major industries to drive agricultural transformation and upgrading**

To stabilize and increase the personal income of rural residents, and continuously explore the consumption

level of rural residents, it is necessary to retain a large number of technical talents to integrate advanced concepts into rural economic development. Therefore, based on the rural revitalization, the integrated development of urban and rural areas must also take the mutual integration of the three major industries as a prerequisite to promote the transformation and upgrading of the agricultural industry<sup>[5]</sup>. First, attention should be paid to the overall quality of agricultural development, thoroughly transforming the past strategy guided by quantity development. In the rural production process, it is necessary not only to ensure the quality of products but also to pay attention to the greening and technologicalization of agricultural products, creating a more ecological agricultural product brand. Currently, Heyuan City has several national-level agricultural high-tech industrial demonstration zones, named as the "Lighthouse Basin." As a national pilot, this industrial park uses specific local features such as high-quality wheat, pollution-free green vegetables, mountain tea, space peanuts, and other characteristic agricultural products to continuously establish local agricultural product brands. At the same time, the region focuses on the cooperation between agricultural product brands and technological power industries, launching characteristic agricultural products at the city and county levels, making a large number of agricultural products the foundation and source of innovative development of Heyuan City's agriculture. Second, vigorously promote the development of agricultural tourism to drive the progress of the green tourism industry. Heyuan City itself is a gathering place for the Hakka people and an important birthplace of the development of the Chinese revolution and Lingnan culture. Therefore, various towns and rural areas in Heyuan should deeply explore the local characteristics of ethnic development, promote the effective integration of folk civilization and local green agricultural industries, use green countryside as the base for the development of the tourism industry, strive to create a more distinctive and ecological rural appearance, and let the development of agricultural tourism and technology drive the prosperity of rural areas. Third, drive the expansion and innovation of agricultural product sales channels. Rural areas should explore more ecological and green high-quality agricultural products and integrate the sales of agricultural products with urban channels, reduce the sales cost of agricultural products, and expand the reputation of green agricultural products in urban spaces, thus driving the interconnected development of cities and rural areas.

For example, in Pingwei Village, Yuancheng District, Heyuan City, the entire village is famous for fruit cultivation. The fruit planting area in the ecological base is close to 2,000 mu, mainly planting more than ten varieties of green fruits such as Emperor mandarins, dragon fruit, figs, and passion fruit, which are popular nationwide. The sales range not only includes surrounding urban areas but also provides resources to developed cities such as the Pearl River Delta. The region has also used the characteristic fruit industry to drive experiential agricultural tourism. Every year, more than 100,000 people visit the local orchard to experience the joy of harvest. At the same time, with the improvement of people's living environment in recent years, more and more residents like to place green plants indoors. In Pingwei Village, Yuancheng District, Heyuan City, the local orchid greenhouse has cultivated popular orchid styles that have entered thousands of households. To continue the industrial development chain of agricultural products, local authorities have also continued to promote the deep processing of agricultural products, aiming to drive local rural residents to increase their income. Taking the example of Heyuan Tai'er Agricultural Science and Technology Development Co., Ltd., the company has basically completed the first phase of the project in 2022, constructed a 26,000-square-meter steel-framed workshop, established more than five circulating water aquaculture workshops, and driven the development of the local fish farming industry.

### **(3) Attracting young people to return to villages for entrepreneurship and building ecological livable new countryside**

The most significant gap in the process of urban-rural development lies in the construction of public infrastructure and the environment. Strengthening rural construction and services, the crucial core driving force is concentrated in the support of talents<sup>[6]</sup>. Therefore, Heyuan City should attract more and more young people

to return to villages for entrepreneurship by building rural public electrical networks, improving rural drinking water conditions, and establishing rural logistics points through various measures. In addition, it is also necessary to simultaneously improve the medical and educational levels in rural areas, promoting common development between urban and rural areas through the improvement of living environments.

For example, in the context of the rapid development of rural revitalization and urban-rural integration, more and more young people in Heyuan City are choosing to return to their hometowns for entrepreneurship. In 2022, through the mutual integration of agriculture and technology, Heyuan City gradually launched a green pollution-free vegetable brand in the market, driving the in-depth development of local high-quality rice fields, ecological animal husbandry, green vegetables and fruits, technology peanuts, high-mountain tea, and Lingnan medicinal materials, attracting a large number of highly qualified young people to return to promote the integrated development of urban and rural industries, allowing rural revitalization to accelerate in the new era. At the same time, the local government has concentrated efforts on the governance of domestic waste and sewage generated in rural areas, established rural public toilets with local characteristics, changed the appearance of villages, implemented the "Five Beauties" special action to concentrate all efforts on constructing high-standard rural revitalization demonstration areas, and made the local rural areas look brand new.

#### 4. Conclusion

In conclusion, under the background of implementing the rural revitalization strategy, effectively shortening the development distance between rural and urban areas and changing the past pattern of large urban-rural disparities have become the most critical entry points for achieving China's modernization. Currently, Huizhou's rural revitalization strategy and the integration of urban and rural development have entered a new milestone. The drums of war have sounded, and the Huizhou municipal government should lead local urban and rural residents to make unremitting efforts, promoting the rural revitalization strategy and the modernization development of urban and rural areas.

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