

Exploration of Rural Revitalization Planning in Guangdong under the Strategy of Rural Revitalization: An Example from Youshan Town of Nanxiong City

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Abstract. To achieve common prosperity is the fundamental goal of socialism, and the implementation of rural revitalization strategy is an inevitable requirement for achieving common prosperity. Based on the background of rural revitalization strategy, this paper summarizes the theories related to rural revitalization in line with China's national conditions, clarifies the main tasks of rural revitalization planning in Guangdong, further analyzes the ways to promote rural revitalization planning in Guangdong, and on this basis, takes the rural revitalization planning of Youshan Township in Nanxiong City, which was concluded and promulgated in July 2022 under the auspices of the author, as an example, and discusses the four aspects of planning background, general requirements, main tasks and guarantee measures. This is with a view to providing certain reference and reference for the relevant functional departments to prepare and improve the rural revitalization plan.

1 INTRODUCTION

In 2017, President Xi Jinping first proposed the rural revitalisation strategy in the report of the 19th Party Congress. Implementing the rural revitalisation strategy is not only an urgent requirement to resolve the imbalance between urban and rural development, but also an important grasp to resolve the contradictions in the operation of the market system, and an important element to address the development of modernised agriculture. In 2021, the Central Committee of the Communist Party of China formulated the 14th Five-Year Plan for National Economic and Social Development and 2035 Outline of Visionary Goals, which further clarifies the planning and leading role of strengthening rural construction. Planning is a reflection and consideration of future global, long-term and fundamental issues, a development vision that integrates the views of many elements and people, and a programme for designing a whole set of future actions. Rural revitalization should be guided by the rural revitalization plan to lead the comprehensive development of rural revitalization; and the rural revitalization plan should be used as a grasp to promote the high-quality development of agriculture and rural areas. Therefore, in order to revitalise the countryside, planning needs to come first.

Guangdong is one of the regions with the most dynamic economy and the highest level of openness in China, yet as of 2021, only 7 of the 21 prefecture-level cities in the province have a GDP per capita of over 70,000 yuan, which is higher than the national average;

the rest are below the national average, and 10 cities even have a GDP per capita of less than 50,000 yuan, far below the national average, with a wide gap between the rich and the poor. For this reason, cities and counties in Guangdong have been actively preparing rural revitalization plans according to the actual local development situation, and are committed to promoting common prosperity in Guangdong in the comprehensive promotion of rural revitalization. Based on the above-mentioned background, this paper summarises the theories related to rural revitalisation in line with China's national conditions, clarifies the main tasks of Guangdong's rural revitalisation plan, further analyses the ways to promote Guangdong's rural revitalisation plan and, on this basis, takes the rural revitalisation plan of Youshan Township in Nanxiong City as an example to analyse the planning background, general requirements, main tasks and safeguard measures, with a view to providing some reference for the relevant functional departments to prepare and improve the rural revitalisation plan. It is intended to provide certain reference and reference for the relevant functional departments to prepare and improve the rural revitalization plan.

2 THEORY OF RURAL REVITALIZATION PLANNING

If we want to prepare the rural revitalization plan scientifically, we must first grasp accurately the relevant

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theories that are highly compatible with the essential characteristics and basic laws of China's countryside. The following mainly introduces and elaborates two theories that are more closely related to China's countryside.

2.1 New Urbanisation Theory

The theoretical basis of new urbanisation originates from Marx's theory of urban-rural integration, and scholars have studied the connotation of new urbanisation from different perspectives. Peng Hongbi and Yang Feng (2010) focus on the scientific connotation of new-type urbanisation, i.e. the development goal of urban-rural integration, led by the scientific concept of development, with intensification and ecology as the development mode, and with functional diversification and system rationalisation as the basic content [1]. After the 18th Party Congress first proposed to adhere to the new type of urbanisation path with Chinese characteristics, the academic community has gradually enriched the research on the connotation of new type of urbanisation, with the following representative views: Shan Zhuoran and Huang Yaping (2013) proposed that new type of urbanisation has three core connotations of both people's livelihood, sustainable development and quality [2]. Song Liansheng and Jin Yuehua (2016) considered new urbanisation as the urbanisation of lifestyles, employment patterns, public services, spatial areas, social governance and the beautification of the human living environment [3]. Dong et al. (2017) point out that the connotation of new urbanization is the path of urbanization in the new era of facing urban problems, facing deep reforms, and seeking transformation and development around the coordinated development of quality and chemistry [4]. According to Chen Mingxing et al. (2019), the connotation of new urbanisation includes four aspects of human-centredness, synergy, inclusiveness and sustainability [5]. Ren Shine et al. (2022) outlined four features of the evolution of the connotation of new urbanization, which are people-centred, integrated urban and rural areas, coordinated development of towns and cities, and ecological civilization constraints [6].

In summary, although there is no unified definition of the connotation of new-type urbanisation in the academic community, a theoretical system has generally been formed to adhere to the concepts of people-oriented, sustainable development, integrated urban-rural development and green development, so as to achieve high-quality development of new-type urbanisation.

2.2 Urban-rural integration theory

Marx and Engels have long expounded on the relationship between urban and rural areas, which has provided the theoretical cornerstones and methodological principles for Chinese Marxists (Zhao Xiuling, 2015) [7]. At present, foreign scholars have not yet explicitly proposed the concept of urban-rural integration, and domestic scholars have their own different understanding of the connotation of urban-rural integration. According to Fang Liling (2006), urban-rural integration is a systematic project, and

the premise and foundation of urban-rural integration is to grasp the development status and degree of connection between urban and rural areas in the region, and on this basis to formulate corresponding countermeasures for integrated urban-rural development [8]. Ge Dandong and Hua Chen (2010) suggest that urban-rural integration is the interactive development of city and township, which depends on the drive of city and even on township itself [9]. Song Jinsong (2012) points out that urban-rural integration is an important way to truly achieve integrated urban-rural economic and social development [10]. Chen Xiaofei et al. (2016) outline that the purpose of urban-rural integration is to integrate both urban and rural areas into the socio-economic system, improve the separation between urban and rural areas, gradually eliminate the urban-rural dual structure, establish a new urban-rural relationship and achieve an optimal and rational allocation of urban and rural resources [11].

In summary, although there is no uniform definition of the connotation of urban-rural integration in the academic community, the general idea is to achieve smooth flow of production factors between urban and rural areas and to coordinate urban-rural relations.

3 MAIN TASKS OF GUANGDONG RURAL REVITALISATION PLAN

The implementation of the rural revitalization strategy in Guangdong should comprehensively implement the spirit of the 19th CPC National Congress and carry out the five-in-one construction of economic, political, cultural, social and ecological civilization in accordance with the general requirements of the rural revitalization strategy of prosperous industry, pleasant ecology, civilized countryside, effective governance and prosperous life. The construction of the Five-in-One economic, political, cultural, social and ecological civilization.

3.1 Rural industrial planning under the goal of flourishing industries

In the revitalisation of the countryside and the construction of beautiful villages, the prosperity of industry is the focus. The specific planning content includes: firstly, the planning of efficient and ecological modern agriculture; secondly, the design of transformation of agriculture into a new business mode combining agriculture, tourism and culture; thirdly, the programme of cultivating new agricultural business subjects; fourthly, the planning of the development of traditional rural special industries.

3.2 Ecological construction planning under the objective of eco-livability

Ecological livability is the key to the revitalization of the countryside and the construction of beautiful villages. The specific planning contents include: firstly, to continuously improve the living environment in rural areas. Secondly, to promote the comprehensive environmental improvement in urban and rural areas; thirdly, to protect

and preserve the rural style and carry out the demonstration of field architecture; fourthly, to implement the action of greening, beautifying, sequencing and brightening the countryside.

3.3 Rural cultural planning under the objective of civilization of the countryside

In the revitalization of the countryside and the construction of beautiful villages, the civilization of the countryside is a guarantee. The specific planning content includes: firstly, inherit and develop the excellent traditional culture in rural areas; secondly, strengthen the construction of rural public culture and improve the rural public cultural service system; thirdly, the construction of cultural halls and enrich the rural cultural industry; fourthly, the planning of rural public cultural product development and service supply.

3.4 Rural cultural planning under the objective of civilization of the countryside

Effective governance is the foundation for the revitalisation of the countryside and the construction of beautiful villages. The specific planning includes: firstly, strengthening the construction of rural grassroots party organisations; secondly, deepening the practice of villagers' self-governance; thirdly, improving the level of moral governance in the countryside; fourthly, building a countryside under the rule of law and a peaceful countryside.

3.5 Rural livelihood planning under the goal of living well

Wealthy living is fundamental to the revitalisation of the countryside and the construction of beautiful villages. The specific planning includes: firstly, the design of income generation channels for farmers; secondly, the construction of a platform for farmers' entrepreneurship and innovation; thirdly, the promotion of upgrading rural infrastructure; fourthly, the promotion of the development and use of renewable energy in rural areas.

4 WAYS TO PROMOTE RURAL REVITALISATION PLANNING IN GUANGDONG

Guangdong's strategy to promote rural revitalization should be based on the theoretical foundation of new urbanization and urban-rural integration that conforms to the essential characteristics and basic laws of China's countryside, and guide the orderly and sustainable implementation of related projects.

4.1 New Rural Urbanisation Project

Small rural towns are key nodes in the development and revitalisation of rural areas, and are also growth poles for the economic growth of rural areas. Promoting the new

type of rural urbanisation can effectively drive the social, economic and cultural revitalisation of rural regions.

4.2 Urban and Rural Integration Project

The solution to rural problems should not be limited to the internal perspective of the village. By addressing the three rural issues from a new perspective of urban-rural relations, many problems will be solved. The key to urban-rural integration is the extension of urban infrastructure to the countryside and the coverage of urban public services to the countryside. Therefore, promoting urban-rural integration and urban-rural integration is a strategic way to achieve rural revitalisation.

4.3 Agricultural industry structure transformation and upgrading project

Traditional agriculture is built on the soil of a smallholder society, with low commodity rates, small scale and the goal of self-sufficiency. It is obvious that the small-holder production model cannot improve the economic development of villages. Therefore, traditional agriculture should be optimised and upgraded in terms of industrial organisation, spatial layout, leading industries and value chains. Modern agriculture, ecological agriculture, recycling agriculture, integrated agriculture of three industries and other advanced agricultural modes are the targets for the optimisation and upgrading of rural industrial structures.

4.4 Rural Cultural Development Project

Rural culture is the most important component of traditional Chinese culture, and China's excellent traditional culture is mainly rooted in the countryside. The culture of farming and reading in the countryside has nurtured the excellent national qualities of the Chinese nation. Remembering nostalgia and retaining the charm of the countryside is the main content of rural revitalization. The construction of rural cultural projects is equally important as the transmission of rural culture and the cultivation of a rural cultural atmosphere, and the undesirable tendency of emphasizing the construction of facilities at the expense of cultivating an atmosphere should be prevented.

4.5 Rural grassroots organisation building projects

Rural grassroots organisations have a political function but are different from political organisations. They play a major role in the social stability of villages, the optimisation of economic order, the transmission of public opinion and the implementation of local guidelines and policies. Office space, funding and the cultivation of mobility are the three main aspects of planning for the construction of rural grassroots organisations.

5 EXPLORING THE PREPARATION OF A RURAL REVITALISATION PLAN FOR YOUSHAN TOWNSHIP

Based on the theory of new urbanization and urban-rural integration, this paper takes the rural revitalization planning practice of Youshan Township in Nanxiong City, which the author presided over, as an example, and discusses four aspects: planning background, general requirements, main tasks, and guarantee measures .

5.1 Planning Background

Youshan Town belongs to Shaoguan Nanxiong City, Guangdong Province, and is located in the north of Guangdong Province. It is adjacent to Wuchun Town in the east, Huangkeng Town in the south, Dengfang Town in the west and Chijiang Town in Dayu County, Jiangxi Province in the north, 33 kilometres away from Nanxiong City. The township covers an area of 146.78 square kilometres, of which 48,000 mu is arable land and 147,000 mu is forest land, making it a typical mountainous town in Nanxiong. Youshan Town has 1 community under the jurisdiction of Youshan Community, 17 administrative villages including Datang, Pingtian O, Lianshan, Dalan, Pinglin, Huangdi, Aijing, Shangjiao, Paste Tian, Kongcun, Yancun, Jinpi, Shangshuo, Jiehekou, Huangtian, Hahui and Gucheng, and 90 natural villages, of which the town government is located in Datang Village. In 2021, the per capita disposable income of rural residents in the town was RMB 18,512, lower than the average level of RMB 44,993 in Guangdong Province; the financial expenditure was basically the same, both being RMB 25,572,200.

5.2 General requirements

Adhering to the guidance of Xi Jinping's thought of socialism with Chinese characteristics in the new era, comprehensively implementing the requirements of the 19th Party Congress and the 19th Plenary Session on rural revitalization, implementing the spirit of General Secretary Xi Jinping's important instructions and instructions on Guangdong's work, implementing the spirit of Secretary Li Xi's speech during his research in Shaoguan, deeply implementing the new development concept of innovation, coordination, green, openness and sharing, and building a rural revitalization pattern for the township based on the general requirements of prosperous industry, pleasant ecology, civilized countryside, effective governance and prosperous living. The town will build a rural revitalization pattern, strengthen and enlarge traditional industries, cultivate new industries such as green energy, actively develop cultural and tourism industries, strengthen the construction of rural e-commerce industries, build a modern industrial system with Youshan characteristics, and promote the high-quality development of Youshan economy. At the same time, we will promote the construction of industry, talent, culture, ecology and organisation, and accelerate the development

of high quality and high efficiency agriculture, livable and livable countryside, and rich and prosperous farmers.

5.3 Main tasks

This plan is based on the core concepts of urban-rural integration, industrial foundation, characteristic protection, sectoral coordination and multiplicity of plans. The premise is to strengthen the spatial use control of rural areas, to balance efficiency and equity, to coordinate the construction of urban and rural infrastructure and public facilities, and to create a distinctive rural landscape with the goal of rural scenery.

5.3.1 Shaping a new pattern of rural revitalisation

We will adhere to the double-wheel drive of rural revitalisation and new urbanisation, implement the urban and rural territorial spatial planning pattern, construct the overall layout of Youshan, optimise the production, living and ecological space of Youshan countryside, realise rural revitalisation in a classified and orderly manner, and coordinate the balance of resources and environment and the unity of economic, social and ecological benefits.

5.3.2 Build a modern industrial system with in-depth integration of one, two and three industries

Actively promote the integrated development of one, two and three industries, and enhance the modernisation of the whole industrial chain. Deeply explore the special agricultural resources such as high-quality rice, navel oranges and watermelons in Youshan Town, mountain and forestry industry resources such as honey and moso bamboo, red resources such as the ruins of the Shangshuo Soviet Government and the People's Hall, as well as the transportation location advantages of the national highway and expressway in northern Guangdong, develop special agriculture, rural e-commerce and cultural tourism, and accelerate the transformation and upgrading of traditional industries.

5.3.3 Promote ecological improvement of the countryside

The creation of the human environment in Youshan will be oriented towards the construction of beautiful and livable villages, with the treatment of rural rubbish and sewage, the improvement of village appearance and ecological protection as the main directions, to carry out rural habitat improvement actions, to comprehensively improve the quality of rural habitat, to improve the stability of the ecosystem and the quality of the ecological environment, to promote the value-added of rural ecological capital, and to achieve the unity of the people's wealth and ecological beauty.

5.3.4 Improve infrastructure support

The construction of rural revitalization in Youshan Township should be combined with the construction of

roads, water conservancy, water supply, electricity supply, logistics and information in rural areas, so as to accelerate the improvement of the quality of good living of the residents in the township and villages, promote the livability and livability of the countryside, and provide strong support for the rural revitalization of Youshan Township.

5.3.5 Strengthening public service construction

Insist on the organic connection between rural revitalization and the consolidation and expansion of the results of poverty eradication, and make the consolidation of the results of poverty eradication a priority task in the implementation of the rural revitalization strategy. In conjunction with the construction of beautiful pueblos, promote the improvement of the basic public service system in the countryside, optimize education, medical and health care, and social security resources in rural areas, and gradually improve the comprehensive functions of the farmers' living circle centred on the Youshan township.

5.3.6 Prosperity and prosperity of rural culture

With the core socialist values as the leader, inherit and carry forward the excellent traditional culture, actively cultivate a new era of civilized countryside, good family style and simple folk style, promote cultural prosperity, enhance the spirit of farmers, continuously improve the level of civilization in rural society, accelerate the formation of a new style of rural civilization, and create a rural culture with Youshan characteristics.

5.3.7 Strengthen rural talent support

Focusing on who will cultivate the land and who will revitalise the countryside, we will adapt to the demand for high-quality talents in the modernisation of agriculture and rural areas, insist on a combination of local cultivation and importation, and promote the revitalisation of rural talents in Youshan.

5.3.8 Strengthen the governance of grassroots organisations

Fully carrying forward the fine traditions of the historical revolution in Youshan, we are solidly promoting the grasping of party building for rural revitalisation and constantly strengthening the standardisation of grassroots party organisations. Focusing on the standardized construction of four party group service centers in Yau Shan neighborhood committee, Ping Tian Au village, Huang Di village and Ai Jing village, we concentrate on building a rural governance system that combines self-governance, rule of law and moral governance led by the Party's grass-roots organizations as the core and sound Party organizations.

5.4 New Rural Urbanisation Project

We will understand the importance of promoting the

implementation of the rural revitalization strategy, to comply with the objectives and tasks, it grasps the pace and puts forward sustained efforts to ensure achieving the rural revitalization in Youshan on schedule.

5.4.1 Strengthen organizational leadership

Adhere to the overall leadership of the Party. Strengthen the Party's leadership of rural revitalization work, give full play to the Party Committee's leading role of overseeing the overall situation and coordinating all parties, and provide a strong guarantee for the realization of the township's rural revitalization plan. Insist on the mechanism that major matters, important issues and important work of rural revitalization are discussed and decided by the party organization, so as to grasp the work of the three rural areas and give full play to the role of the grass-roots party organization as a fighting base and the pioneering role of party members, so as to lead the masses to join the great cause of rural revitalization.

5.4.2 Strengthen coordination and linkage

Strengthen the co-ordination of major matters, enhance coordination and cooperation, and form a more efficient mechanism for promoting work. The Party Committee of the town takes the lead in promoting the implementation of the plan and the implementation of relevant policies, and is responsible for coordinating various relevant departments to promote it in a solid and orderly manner. The town's Agricultural Office and all relevant departments strengthen coordination and cooperation, formulate implementation plans for the main objectives and tasks in the areas characterized by rural revitalization undertaken, and clarify the responsible subjects, timetables and roadmaps. Ensure that the plan is coordinated with provincial and municipal tasks in terms of development ideas, main objectives and key tasks.

5.4.3 Strengthening financial security

Establish and improve the financial input guarantee system for the implementation of the rural revitalization strategy, implement various subsidies from the governments of Guangdong Province, Shaoguan City and Nanxiong City in strict accordance with the relevant regulations, tilt public finance more strongly towards the three rural areas, ensure that financial input is compatible with the objectives and tasks of rural revitalization, increase the co-ordination and integration of financial agricultural-related funds, and make reasonable use of We will also make greater efforts to integrate financial resources related to agriculture and make rational use of special funds to improve the level of financial services in towns and villages. Take key construction projects as a carrier, actively make use of national credit policies to expand domestic demand, and actively seek bond funds for rural public welfare construction projects. Strengthen the supervision and management of funds to support agriculture and improve the efficiency of the use of financial support for agriculture. Give full play to the role

of finance and finance in driving economic growth and optimising economic structure.

5.4.4 Strengthening assessment and supervision

According to the main tasks and responsibility requirements determined by the plan, and based on the principle of scientific setting and reducing the burden on the grassroots, a list of tasks and construction targets will be formulated each year, and the binding indicators determined by the plan will be incorporated into the assessment and evaluation index system of the town government to implement the management of planning targets and responsibilities. Improve the system of annual assessment and mid-term evaluation of the plan, check the implementation of the plan, analyse the effect of the plan's implementation, identify problems and propose improvements in a timely manner, and revise the content of the plan in an appropriate manner. Strengthen the comprehensive evaluation and assessment of the completion of target tasks such as structural optimisation, facility upgrading, livelihood improvement, resource conservation and environmental protection. Departments and villages (dwellings) should effectively carry out the main responsibility, co-ordinate and promote the implementation of the tasks, and strive to create a number of demonstration projects, strengthen demonstration and leadership, to ensure the effectiveness of the work. Units and individuals with outstanding work achievements will be commended and rewarded.

5.4.5 Reserved land adjustment

Strengthen the collation and planning of rural land use, and report construction land use plan indicators to protect rural land use needs. Coordinate all land use activities in agriculture and rural areas, and the town's overall land use plan may set aside a certain proportion of planned construction land indicators for agricultural and rural development. On the premise of ensuring agricultural land for agricultural use, the demand for land for the construction of agricultural industrial parks is reasonably guaranteed. On the premise of conforming to the overall land use plan, the town-level government can prepare village land use plans by reporting to the Nanxiong Municipal People's Government, adjust and optimise the layout of land for arable land protection, village construction, industrial development and ecological protection, and arrange for a certain proportion of annual land use plans to be used specifically to support the development of new rural industries, new business models and industrial integration. Sound land use policy for facility agriculture, under the premise of not occupying permanent basic farmland, land for various production facilities and ancillary facilities needed in the process of agricultural production, and land for ancillary facilities that must be built for large-scale agricultural operations are included in the management of land for facility agriculture and are implemented for record.

6 CONCLUSION

Focusing on the twenty-word strategy of the rural revitalization strategy, this paper explores the relevant solution path towards in Guangdong while highlighting the implementation of the strategic objectives and requirements, it takes the five key elements in Youshan Town of Nanxiong City as the research objects. In general, the practice of rural revitalization planning in Youshan Township is somewhat cutting-edge, but under the new normal of rapid knowledge innovation, new progress in policies and concepts may be made at any time, and this paper is written to exchange and provide some ideas.

The implementation of the rural revitalisation strategy is an inevitable choice to achieve common prosperity for all people and a necessary way to realise the Chinese dream. Therefore, it is of practical and academic significance to explore the planning for the revitalization of Guangdong's countryside under the rural revitalization strategy, and it should be expanded and improved in the future with the planning practice, so as to provide more comprehensive support and guarantee at the planning level for the realization of Guangdong's rural revitalization strategy.

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