

Study on the Predicament and Strategy of Governance of New Rural Community in China with Urban-rural Integration

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Abstract: With the deepening of the process of urban-rural integration, the new rural community has developed rapidly. Constantly improving the governance level of new rural communities and promoting the harmony and stability of new rural communities are of great significance for accelerating the construction of urban-rural integration. This paper starts with the analysis of the new rural community governance, and analyzes the causes of the problems through the problems existing in the new rural community autonomy in China. Focusing on the dilemma of new rural community governance, this paper puts forward the governance strategy of new rural community in China under the integration of urban and rural areas. Through the above suggestions and measures, we strive to effectively improve the self-government level of new rural communities in China, and try to provide theoretical basis and practical reference for the self-government ability of new rural communities in China.

1. Introduction

With the transition from traditional society to modern society, China's rural communities have experienced different historical stages. Rural communities and their governance in different historical periods have their corresponding stage characteristics, which together constitute the continuous organic whole of rural community governance. The constant changes of society have a great impact on the development and evolution of rural communities [1]. Under the background of accelerating the development trend of urban-rural integration, what will happen to the population distribution in the existing rural areas in China? These problems need further study.

The emergence of rural community is the key factor to break the dual economic system between urban and rural areas and narrow the income gap between urban and rural areas, which is helpful to gradually eliminate the cultural differences between urban and rural areas and realize the organic integration of urban and rural cultures. The villagers' ideas and concepts have been greatly changed, and the qualitative factors have become more and more obvious [2]. This paper attempts to analyze the characteristics, connotation and functions of the new rural areas from the perspective of China's urban-rural integration, discusses the difficulties in the governance of the new rural communities, and gives policy suggestions on the future construction path orientation of the new rural communities.

2. Theoretical basis of new rural community

2.1. Concept of new rural community

With the deepening of the process of urban-rural integration, higher requirements are put forward for rural community governance. Different from traditional rural communities and urban communities, the new rural community is a new modern community with relatively perfect infrastructure and public service facilities on the basis of one or more administrative villages. The new rural community governance is a process that needs to create a new social life style, improve the level of community-based public services and continuously narrow the gap between urban and rural areas.

2.2. Characteristics of new rural community

The new rural community has the following characteristics [3-4]:

(1)The inequality of scale. The construction of new rural community should adapt to local conditions, be determined according to time, take various forms and vary in scale. They range from thousands to thousands or even tens of thousands.

(2)Perfect infrastructure. The infrastructure of the new rural community is quite perfect, and the communication, cable television, power supply and water supply systems are all available.

(3)Beautiful living environment. The new rural community attaches great importance to the sustainability of the environment, attaches great importance to the greening and beautification of the environment, and has various types of housing for residents, so residents can choose their own housing according to their economic strength.

(4) Diversity of ingredients. Rural community is no longer a single component, but also has the participation of workers, community workers, urban migrants and other different types of personnel, showing the characteristics of diversity of components.

(5)Increased heterogeneity. With the rapid development of economy driving rural development, rural areas have turned from closed to open, and the heterogeneity has become more and more obvious.

2.3. Community self-organization theory

The organizers of community organizations are community residents, community enterprises and institutions. The purpose of organization construction is to meet the basic needs of community residents to the maximum extent. Community social organizations are usually public welfare and non-profit organizations. Community social organizations are indispensable organizations for community democratic management and comprehensive management, and have a certain mass base [5]. In the process of community democratic autonomy, there are relatively many subjects participating in governance, which can basically meet the interests of different subjects and represent the most fundamental interests of the majority of community residents. Therefore, the main body of community democratic self-government management is the core power to promote the development of community residents' self-government management.

On the one hand, it is necessary to formulate and improve the democratic election system to cultivate and strengthen the residents' awareness of democratization in the community, that is to say, the establishment of the community residents' management committee and its organization members needs to be elected by the democratic vote of the community residents, and cannot be assigned by the government's administrative order, which reflects democratic decision-making and democratic supervision. On the other hand, it actively guides the community residents to correctly understand and handle the relationship with the community, especially the relationship between individual and collective interests, so as to enhance the community residents' awareness of democratic decision-making and management and stimulate the enthusiasm of community management participation.

3. Analysis on the dilemma of new rural community governance

3.1. Lack of social capital investment and single source

The new rural community construction has a single source of funds, insufficient investment and lack of effective financing channels. The capital investment of any project is the guarantee of its success, and the construction of new rural community is no exception. Investment in the construction of new rural communities involves the whole country, not just one province or one city, so abundant capital investment is the key factor for the development of new rural communities and the fundamental guarantee for their smooth development [6].

Due to the long-term impact of the urban-rural dual system in rural areas of China, the provincial and municipal governments have reduced their investment in rural community construction funds, with a single source of funds and relatively few rural finances. Most of the sources of funds mainly

rely on the support of capital policies and land compensation funds, while most of the rural community collective funds are blank.

3.2. Lack of participation in community autonomy

By reading and analyzing the relevant research materials on the autonomy of new rural communities from 2010 to 2020 from relevant government departments in a certain region, I visited and investigated some new rural communities in China, and mastered the current situation of new rural communities in China in detail.

From traditional rural governance to modern new-type rural community autonomy, the role status of villagers in new-type rural communities has changed, and their main body status has been further highlighted. At the same time, due to the inherent ideology of small farmers in rural areas of China and the lack of certain material rewards, most community villagers will not take the initiative to participate in community construction and community service without compensation. Fig. 1 shows the survey results of residents' enthusiasm for self-government.

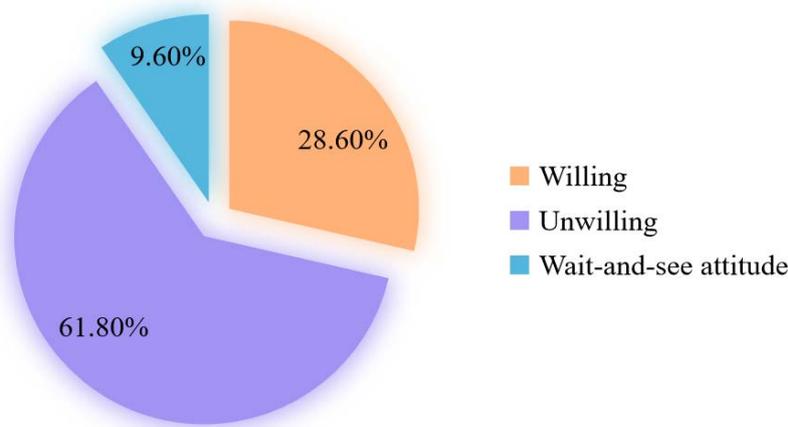


Figure 1 To study the investigation results of local residents' enthusiasm for self-government

It can be seen from Figure 1 that more than 60% of the respondents indicated that they were unwilling to participate in the construction and management of the community where they lived, and thought that the community affairs had little to do with themselves. Nearly 10% of the respondents indicated that they took a wait-and-see attitude towards participating in the new rural community autonomy, and thought that they were not community workers and could not get any benefits.

In addition, during the visit, most community workers generally reported that the villagers in the community mostly came from different administrative villages in the past, and their representatives had different interests and different ways of doing things, which caused the opinions of community residents to be relatively scattered, which made it difficult to promote many good ideas and implement exploration measures in the process of community autonomy.

3.3. Lack of professional talents and lack of service awareness

In the process of urban-rural integration, the scope and complexity of new rural community governance are far greater than those of traditional rural communities. At present, there are some problems such as serious shortage of talents and lack of service awareness.

First, the new rural community has a heavy workload and low treatment level, which leads to the reluctance of highly educated professionals to join it. At the same time, cadres in traditional rural communities have some problems, such as outdated ideas and lack of service awareness, which make them difficult to manage. As a result, the new rural community governance lacks professionals.

Second, due to the lack of service awareness of the new rural community workers, the procedures that could have been completed at one time will take a long time, which will affect the efficiency to a certain extent. Administrative inaction and low efficiency are the problems that the new rural community needs to solve.

4. Governance strategies of new rural communities in China under the integration of urban and rural areas

4.1. Broaden financing channels and realize diversified investment models

In view of the shortage and single source of financing for the construction of new rural communities in China, the author thinks that we must first broaden the financing channels and realize diversified investment models. The government should set up a special fund for rural community construction, comprehensively formulate policies, measures and incentive systems for rural community construction in China from the perspectives of society, industrial development and social security, adopt preferential measures such as subsidies, interest subsidies and tax reduction to attract investment, and encourage enterprises and financial institutions from all walks of life to participate in rural community construction.

Secondly, the government can also refer to other countries' public-private cooperation models and use market-oriented means to deal with the shortage of funds. Private companies are allowed to raise funds for the construction and operation of a certain infrastructure within a certain period of time through bidding and tendering. The government has certain supervision rights, but it can ensure that private companies have profit opportunities and ensure the diversification of rural community construction subjects.

Therefore, local governments at all levels should improve the service outsourcing model, actively encourage private enterprises and social organizations to participate in the construction of new rural communities, increase the integration of service projects, and truly realize the diversified development of financing.

4.2. Enhance the initiative of community villagers to participate in community autonomy

If villagers want to participate in community autonomy spontaneously, the core point is to let villagers get rid of the original traditional thinking, integrate the sense of "home" into their understanding of the community, and have a sense of identity with the community autonomy in which they live. The author suggests starting from three tasks:

First, increase the efforts to upgrade the software and hardware facilities in the community. Combined with the construction of beautiful countryside, the daily environment of the community will be further improved, and various public service facilities such as day care center, activity room for the elderly, rural bookstore, early education center, cultural and sports square and Community Park will be built and operated. Meanwhile, publicity efforts will be intensified, and a strong community culture will be created by means of cultural bulletin boards, party members' propaganda teams and community art performances, so as to enhance the livability of residents in new rural communities.

Second, party members and cadres demonstrate and lead, and organize party members and cadres in the community to take the lead in participating in various fields of community autonomy, highlighting their identities and creating brands, so as to encourage other villagers to participate in community autonomy collaboratively.

Third, the government should intervene moderately and make rational use of administrative resources to promote the transformation of community management mode from government-led to community autonomy, such as opening up an open space for discussion of community counselors, introducing professional judicial team services to guide community autonomy, and organizing community workers to go out to study, so as to accurately improve the ability of community autonomy.

4.3. Introduce professional talents and strengthen service awareness.

It is the most fundamental and important grass-roots organization in China. The quality of community governance is related to the vital interests of residents, and community workers play an important role in it.

First, we should establish a talent incentive mechanism in the new rural community and introduce a large number of high-quality talents. Establish a talent exchange mechanism to improve

the level and quality of community governance. At the same time, strengthen the training of community workers, improve their ability to cope with complex situations, and optimize the structure of the new rural community management team [7]. Secondly, cultivate community workers' sense of service and change to a service-oriented government. Improve community workers' awareness of participation and improve their service quality and level for community residents. At the same time, the government's complicated departments and complicated administrative steps are simplified, and the governance capacity of new rural communities is continuously enhanced.

4.4. Accelerate the diversification of community governance subjects

In the new period, the governance of rural communities in China has become complicated, which requires diversified cooperative governance of community subjects. The rural community should actively absorb other community governance subjects to participate in it, and form a diversified community governance pattern, and constitute a diversified community governance subject including grass-roots government, neighborhood committees, community organizations, community owners' committees, community residents, etc., so as to realize the public interests of community residents.

In addition, China's rural communities should build a platform for residents to realize deliberative democracy, ensure that residents can actively participate in it, make the governance of rural communities transparent and clear, and ensure that all policies can seek benefits for most villagers.

5. Conclusions

Under the background of urban-rural integration, the development of the new rural community has brought more challenges and difficulties, and put forward higher requirements for the governance of the new rural community. We also need to push the new rural community autonomy to a deeper research field and make bolder innovations and explorations. There is no uniform standard for the new rural community governance, and each region should choose the appropriate community governance mode according to its own characteristics and development. Promoting the process of urban-rural integration is an important goal of China's new rural community governance. Adhering to the "people-oriented" development concept can better promote the development of urban-rural integration.

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