

Research on the Urban-rural Integration Development in China

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Abstract: The report of the 20th National Congress of the Communist Party of China clearly put forward the strategic policy of "giving priority to the development of agriculture and rural areas, comprehensively promoting the integrated development of urban and rural areas, and ensuring the unimpeded flow of factors between urban and rural areas", which provides scientific guidance for solving the problems of unbalanced urban and rural development and lagging rural development for a long time. At present, the institutional framework of urban-rural integration in China has taken shape, and the ecological integration of urban and rural areas has begun to show positive results. However, we still need to be soberly aware that there is still a big gap between the actual progress of urban-rural integration development and the set goals. Based on this, this paper deeply discusses the main challenges and deep-seated reasons for the integrated development of urban and rural areas in China in the new stage, and proposes practical implementation paths to contribute to the realization of common prosperity for all people and the promotion of socialist modernization.

1. The Current Situation of Urban-rural Integration Development in the Process of Chinese-style Modernization

At the policy level, the central government attaches great importance to the integrated development of urban and rural areas, and has introduced a series of policies and measures aimed at breaking the dual structure of urban and rural areas, promoting the balanced allocation of resources, opportunities and public services, and providing a solid institutional guarantee for the integrated development of urban and rural areas [1]. In terms of infrastructure, rural areas have been significantly improved. The extension and upgrading of the transportation network has strengthened the link between rural areas and cities, and the improvement of infrastructure such as water supply, power supply and communication has also improved the quality of life of rural residents and laid the foundation for rural economic development. At the same time, the level of agricultural mechanization and informatization has been improved, and the production efficiency has been continuously improved, which has greatly promoted the efficiency of agricultural production and the growth of farmers' income, and injected a strong impetus into the comprehensive revitalization of the countryside. The development of emerging industries such as rural tourism and rural e-commerce has given new vitality to the rural economy, promoted the optimization and upgrading of the rural industrial structure, created new growth points for the rural economy, provided more employment opportunities and income sources, and effectively promoted the overall prosperity and development of the rural economy. Although the integrated development of urban and rural areas has achieved certain results, there are still problems such as the coordination of urban and rural systems to be strengthened and the two-way flow of resource elements is not smooth, which needs to be solved by attaching importance to the two-way flow of factors, comprehensively promoting industrial integration, and strengthening the guidance of cultural construction, so as to promote the integrated development of urban and rural areas to a new level.

2. Problems in the Urban-rural Integration Development in China

2.1. The Two-way Flow of Urban and Rural Elements is not Smooth

First, there are barriers to the mobility of the workforce. Although cities have attracted a large number of rural people, the phenomenon of return is rare, resulting in the lack of main force for rural revitalization, which in turn exacerbates the gap between urban and rural areas. It is difficult for rural workers to integrate into the rhythm of urban life and work, and they lack a sense of belonging. At the same time, the countryside is not attractive enough for urban talents, and factors such as cultural differences and living conditions have become obstacles. Second, the trade of land elements is restricted. The current land system restricts the realization of rural residents' land rights and interests, the process of land circulation is not standardized, the value of rural land is weakened, and the problem of land acquisition becomes complicated [2]. Finally, the flow of funds is unidirectional. Rural areas are less attractive to financial capital, and capital flows mainly to cities. Agriculture faces high risks and low profits, leading to financing difficulties. It can be seen that the lack of main force in rural revitalization due to the obstacle of labour mobility, the waste of land resources and the damage to the land rights and interests of rural residents due to the restriction of land factor transactions, and the one-way nature of capital flow make rural financing difficult and the financial service system is imperfect, which together exacerbate the imbalance between urban and rural development.

2.2. Lack of Foundation for Urban-rural Integrated Development

As an important engine to promote comprehensive economic and social progress, the integrated development of urban and rural industries is currently facing three core challenges: insufficient scientific and technological support, weak industrial foundation, and urgent need to improve infrastructure. First of all, the lack of scientific and technological support has become a key bottleneck restricting the integrated development of urban and rural industries. At the same time, the promotion system of scientific and technological achievements is not perfect, which makes it difficult to effectively transform a large number of scientific research achievements in agricultural production practice, which seriously hinders the process of agricultural modernization and affects the depth and breadth of urban and rural industrial integration. Secondly, the rural industry generally has the problems of low degree of industrialization and imperfect industrial chain construction. The processing capacity of agricultural products is weak and the technology update is lagging behind, resulting in limited added value of products and difficulty in forming market competitiveness. In addition, the rural industrial structure is single, overly dependent on traditional agriculture, and the development of the tertiary industry, especially rural tourism, lags behind, lacking the driving force for sustained growth and diversified economic support [3]. Finally, the infrastructure construction is relatively backward, and the logistics, transportation and information facilities are insufficient, which seriously restricts the flow of resources and information sharing between urban and rural areas.

2.3. Insufficient Cultural Exchange and Interaction between Urban and Rural Areas

With the expropriation of a large amount of rural land and the continuous one-way flow of resources to the cities, the economic vitality of the countryside has gradually declined, and the rural culture has lost the soil on which it depends. The disappearance of material carriers has made folk activities, farming culture and traditional crafts gradually fade out of people's field of vision, and the core of rural culture has gradually faded. What's more, the main body of rural culture, farmers, has lost a large number of them, endangering intangible cultural heritage, and the inheritance and development of rural culture are facing a crisis of fault [4]. At the same time, the commercialization and entertainment of urban culture has had a huge impact on rural culture, disintegrating the ecology of rural culture, and leading to the loss of diversity and vernacular nature of traditional culture. Although the government has launched the "culture to the countryside" campaign, the specific operation is a mere formality, which fails to truly meet the cultural needs of farmers, but instead exacerbates the homogeneity of urban and rural culture.

2.4. Imbalance between Urban and Rural Social Security

First of all, in terms of pension insurance, the differences between urban and rural residents are particularly obvious. Rural residents mainly rely on individual contributions, and due to limited economic conditions, their enthusiasm for participating in insurance is generally not high. If they do not pay social insurance, peasants can only receive a meagre pension when they reach old age, and it is difficult to meet the needs of normal life, and the problem of old-age pension is worrying. Secondly, there is also a phenomenon of urban-rural inequality at the level of medical insurance. Urban residents enjoy a more complete medical insurance system and diversified choices, while rural residents face the dilemma of single type of insurance and low level of welfare. Although the new agricultural cooperative is the main form of medical insurance in rural areas, it provides a certain amount of protection, but the proportion of hospitalization reimbursement is much lower than that of urban workers' medical insurance, and the proportion of self-payment is relatively high, which brings a heavy economic burden to farmers who already have meagre incomes. Finally, when it comes to social welfare, cities have a clear advantage. The infrastructure in rural areas is relatively backward, and welfare facilities such as nursing homes have yet to be improved, and the welfare of the left-behind population is far less than that of urban residents.

3. The Practical Path of Urban-rural Integration Development in China

3.1. Pay Attention to the Two-way Flow of Factors and Accelerate the Integration of Urban and Rural Systems

First of all, we should deepen the reform of the household registration system, actively guide the flow of high-quality urban labour to rural characteristic industries, and realize the efficient allocation of human resources. Second, we should strengthen financial support for rural areas and promote the two-way flow of urban and rural capital. At present, the scale of capital flow from rural to urban areas is much larger than the reverse flow, so it is necessary to lower the market access threshold, break down the institutional barriers to capital flow to rural areas, attract new financial service institutions such as agricultural insurance to support rural development, provide precise and differentiated financial products, guide more financial resources to invest in agricultural modernization, and help rural economic transformation and upgrading. Finally, it is necessary to optimize the land circulation market and promote the rational flow of urban and rural land resources. On the basis of stabilizing the contract responsibility system for joint production, we should encourage the use of idle homesteads and vacant houses, explore a paid withdrawal mechanism, establish a system for entering the market for collectively operated construction land, activate the flow of urban and rural land elements, realize the efficient use of land resources, and increase agricultural output value.

3.2. Comprehensively Promote the Integrated Development of Urban and Rural Industries

First of all, we should pay attention to the close integration of modern science and technology with agricultural production. On the one hand, we should promote technological innovation in agricultural production, focus on the research and development of intelligent and environmentally friendly agricultural machinery, and broaden its application scope. At the same time, we should encourage innovation in provenance technology, focus on biological breeding, and accelerate the research and development and innovation of key core technologies. We should promote the innovation of green agricultural science and technology and the development of smart agriculture, build a demonstration area for green agricultural development, and realize digital agricultural production and operation with the help of information technology. On the other hand, we should improve the agricultural science and technology promotion system, encourage urban and rural enterprises to deepen cooperation, apply the latest scientific and technological achievements to agricultural production, and innovate agricultural technology promotion through new media technology, digital information technology and other means, improve the scientific and technological ability of agricultural producers and the level of modern agricultural development,

continuously consolidate the foundation for the integrated development of urban and rural industries, and promote the optimization and expansion of the agricultural industry chain.

Secondly, the agricultural industry chain should be extended and expanded. The first is to develop vertically along the industrial chain, actively develop the deep processing industry of agricultural products, take the market as the guide, comprehensively apply technology empowerment, develop diversified deep processing products, and innovate the circulation mode of agricultural products, and use e-commerce and modern logistics means to reduce circulation costs. The second is to horizontally broaden the industrial chain, enhance the value of rural ecological and cultural resources, develop green agriculture and farming culture experience activities, optimize the rural industrial structure, and accelerate the cultivation of new business entities, such as farmer cooperatives and family farms, to improve the technical and operational management level of rural households. At the same time, we should guide leading enterprises to establish cooperative relations with new agricultural business entities, enhance the overall operational ability and risk resistance ability, create a mutual integration development model of urban and rural primary, secondary and tertiary industries, improve the level of industrial integration, and promote the sustainable development of rural industries.

3.3. Strengthen the Integration of Urban and Rural Cultures

First of all, we should promote cultural exchanges and interactions between urban and rural residents. First, it is necessary to establish an inclusive cultural concept. Rural culture and urban culture have their own merits, and both are precious treasures of Chinese culture. Rural culture contains the profound tradition of agricultural civilization, while urban culture embodies the vitality of modern civilization. Therefore, it is necessary to eliminate prejudice, treat urban and rural cultures with an equal and inclusive attitude, promote cultural exchanges and interactions between urban and rural residents, deepen mutual understanding, and enhance cultural identity. Second, it is necessary to enhance the dissemination of rural culture. At present, the dissemination of rural culture is facing many difficulties, such as unsmooth transmission channels and single content. In order to improve the situation, it is necessary to actively innovate communication methods and use modern scientific and technological means to better show the charm of rural culture.

Second, we should strengthen cooperation between urban and rural cultural industries. Firstly, urban and rural cultural industries should complement each other's advantages. The urban cultural industry has a sound system, advanced facilities, professional talents and modern technology, while the countryside has rich historical and cultural resources and diverse cultural forms. Integrating the strengths of the two can unite great strength, jointly tap cultural resources, and share the development results of the cultural industry. At the same time, efforts should be made to build an urban-rural integrated cultural industry market, and provide solid support for the sustainable and healthy development of the cultural industry by relaxing market access and eliminating policy obstacles. The second is to jointly create a distinctive cultural industry based on regional cultural characteristics. China has a vast territory and a variety of rural cultures, and some villages can make use of these unique cultural resources to develop distinctive cultural industries. The third it is necessary to promote the innovative transformation of traditional culture. We should adopt the "culture + tourism" model to combine the tangible and intangible cultural heritage of the countryside with modern tourism, attract tourists, and promote the vitality and innovation of rural culture. Using digital means, we will develop new cultural and creative products, reshape the image of excellent traditional rural culture, promote rural economic growth, and achieve a double harvest of social and economic benefits, so as to accurately grasp the direction of cultural development and cultivate and expand urban and rural cultural industries.

3.4. Promote the Integrated Development of Urban and Rural Security

First of all, it is necessary to promote the institutional convergence of basic old-age insurance and basic medical insurance, reduce the differences between different groups in terms of benefits, and improve the balance and efficiency of urban and rural social security. In order to realize the concept of "mutual assistance and mutual assistance" of social insurance, it is necessary to continue

to deepen the reform of the "personal account" system to ensure its core position as a basic security. At the practical level, the first is to accelerate the overall process of promoting the nationwide employee pension insurance; The second is to gradually promote the realization of provincial overall planning of medical insurance, work-related injury insurance and unemployment insurance, and then optimize the management and use of social security funds; The third is to conform to the trend of urban-rural integration, actively promote the unification of the social security system for urban and rural residents, and strive to achieve comprehensive integration in terms of protection objects, standards and supervision.

Second, we should improve the comprehensive social assistance system. The traditional method of identifying social assistance recipients mainly relies on the official review after the individual's application, but today, with the deepening of poverty alleviation work, its effectiveness has gradually weakened. Therefore, it is imperative to build a more efficient and accurate identification mechanism. In order to improve the ability to identify low-income groups and effectively expand the assistance network, it is necessary to actively explore and broaden the identification channels. At the same time, with the power of digitalization and smart technology, a dynamic poverty monitoring and early warning system can be established to more accurately target those who need to be helped.

4. Conclusion

Urban-rural integrated development is not only a key link to break down the dual structure and promote social equity, but also the only way to realize the vision of common prosperity. In the face of practical problems such as uneven urban and rural development and lagging rural development, as well as challenges such as poor flow of factors, weak foundation, lack of cultural exchanges and imbalance of social security, it is particularly important to explore the path of effectiveness. First, it is necessary to strengthen the two-way flow of factors, promote the optimal allocation of urban and rural resources through institutional innovation, break down barriers, and realize the free circulation and efficient use of talents, capital, technology and other factors. The second is to comprehensively promote industrial integration, rely on agricultural modernization and industrial upgrading, build an urban and rural economic community with a shared future, and enhance overall competitiveness. The third is to strengthen the guidance of cultural construction, deepen cultural exchanges and mutual learning between urban and rural areas, promote cultural identity and integration, and provide spiritual support for the integrated development of urban and rural areas. Fourth, reform the social security system to ensure that urban and rural residents enjoy equal public services and social security, narrow the gap between living standards, and improve people's livelihood and well-being. At the same time, the integrated development of urban and rural areas needs to be based on the deep soil of the Marxist theory of urban-rural integration, closely combined with China's reality, following the law of economic and social development, and taking gradual reform as the driving force for continuous exploration and innovation. Through a series of measures, we can gradually eliminate the gap between urban and rural areas, promote the formation of a new type of urban-rural relationship between industry and agriculture, complement each other, fully integrate and prosper, lay a solid foundation for building a modern socialist country in an all-round way, and steadily move forward towards the goal of common prosperity.

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