

# *Transformational development and optimal regulation of the countryside in the context of rural revitalization*

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**Keywords:** Rural revitalisation; rural transformation and development; optimisation and regulation

**Abstract:** With the continuous development and progress of society, the strategy of rural revitalisation in China has gradually received the attention of people from all walks of life. The realisation of rural revitalisation is conducive to promoting the development of China's countryside and providing a more solid guarantee for the improvement of China's overall economy. In this context, the countryside can win new development opportunities and challenges by achieving its own transformation, development and optimal regulation. The countryside can take revitalisation as one of the main directions of its own development, and achieve a new type of development path of continuous exploration. This paper first elaborates the importance of rural revitalisation strategy and rural transformation, development and optimisation of regulation, and outlines the effective strategies of rural transformation, development and optimisation of regulation in the context of rural revitalisation from various aspects. It is hoped that it can have certain reference value.

## **1. Introduction**

In the context of rural revitalisation, the development of rural transformation and optimal regulation is of great practical significance. This will have an impact on the promotion of the economic level of farmers and the modernisation of agriculture, which is related to the improvement of China's overall economic efficiency. However, due to the past in the process of rural development, do not pay attention to the implementation of innovative measures, resulting in rural transformation and development and optimisation of regulation there are still some difficulties. At this time, it is also necessary to combine the actual content of the rural revitalisation strategy, as a guide to carry out relevant strategies to ensure the efficient promotion of rural revitalisation. This is also an inevitable channel for rural development, which needs to follow the footsteps of the times and develop together.

## **2. Rural revitalisation strategy**

Rural revitalisation strategy is one of the important strategies currently implemented in China, its main role is to solve the "three rural" problem, so that China's national livelihood issues have been fundamentally resolved. The problem of agriculture, rural areas and farmers will no longer be an obstacle to the development of the countryside, and can provide more reliable support for its

development. In the future, China's "three rural" work will have a clearer direction, can fully reflect the status of the main body of farmers, to achieve comprehensive rural revitalisation. In the strategy of rural revitalisation, much attention is paid to the implementation of the principles of "integrated development of urban and rural areas, advancing in accordance with local conditions, and harmonious coexistence between human beings and nature", to ensure that the basic management system of the countryside can be consolidated and perfected at the same time, and to give the countryside development work the vitality of the new era. This is also because the countryside itself has multiple functions such as production, life, ecology, etc., and can provide sufficient activity space for the realisation of towns and cities to promote each other, reflecting the characteristics of the countryside with nature and society [1].

The strategy of rural revitalisation is also a major foundation for the construction of a modern economic system in China, which is conducive to promoting the construction of a beautiful China. The beautiful needs of people's daily life can be satisfied, and the imbalance or contradiction existing in the development process can be solved from the root. The strategy of rural revitalisation has thus become a key measure for building a beautiful China, and belongs to the inevitable choice of achieving common prosperity for all people. To achieve the strategy of rural revitalisation is to adhere to the leadership of the Party and the State to achieve coordination of rural work, eliminate poverty and improve people's livelihood. Doing a good job of consolidating and expanding the results of poverty eradication and rural revitalisation are effectively linked to the construction of a new development pattern dominated by the domestic macrocycle and mutually reinforcing domestic and international dual cycles, as well as to the overall situation of building a modern socialist country in an all-round way and the achievement of the second hundred-year goal. The Party as a whole must stand on the political height of fulfilling its original mission and adhering to the essential requirements of socialism, fully understand the importance and urgency of effectively linking the consolidation and expansion of the results of poverty eradication and rural revitalisation, and make the whole Party and the whole country work together to make comprehensive arrangements for and forcefully promote them.

### **3. Importance of transformational development and optimal regulation of the countryside**

In the context of the continuous development of science and technology and social economy, all walks of life are realising their own innovation and reform, so as to achieve the goal of modern development. As an important part of our country, the economic development of the countryside will have a decisive impact on the overall progress of China's modernisation process. Especially for developing countries like China, the transformation and development of the countryside and the optimisation of regulation belong to the basis of the economic development of the whole country. Rural transformation, development and optimisation of regulation also has great practical significance, which can be summarised as follows.

#### **3.1 Can solve the problems of rural residents**

After the realization of rural transformation development and optimal regulation, it can effectively promote the diversified development of rural industries, and make the rural economic structure more diversified. In this diversified situation, more employment opportunities can be created. This will help the countryside to better retain labour and attract more talents to participate in it. The rural economy will have a stronger applicability, and can solve the problems of rural residents such as daily travelling or medical treatment by improving the infrastructure construction in the countryside.

### **3.2 Can realise the modernisation of rural development**

Rural transformation and development and optimisation of regulation is to provide a more solid guarantee for rural areas to achieve economic transformation, while introducing advanced technology and equipment, to carry out unified regulation to ensure that it can play a real value and advantages. In this case, the prospects for rural development will also be broader. As the added value of agricultural products increases, the economic level of the countryside can be substantially improved. The countryside can achieve more convenient and efficient information exchange and material production, so that the internal industry can develop in the direction of modernisation [2].

## **4. Effective Strategies for the Transformational Development and Optimised Regulation of the Countryside in the Context of Rural Revitalisation**

### **4.1 Effective strategies for rural transformation and development in the context of rural revitalisation**

#### **4.1.1 Ancient architecture as the driving force of rural transformation and development**

Ancient architecture as the carrier of traditional culture of China's heritage temperament, which contains the artistic value and historical and cultural value is very rich, also occupies a very important position in rural revitalisation. By using ancient architecture as a driving force, the quality of rural transformation and development can be further improved, which is conducive to the enhancement of the image of the countryside. In order to ensure that this goal can be achieved, it is also necessary to adopt the following aspects of work: (1) the protection and repair of ancient buildings. It is also necessary to focus on the protection and repair of ancient buildings in the countryside, through regular inspection of the situation of ancient buildings, to take appropriate protection and repair measures. In the protection and repair at the same time, to ensure the continuation of the historical and cultural genes of ancient buildings. (2) The excavation of the cultural value of ancient buildings. Ancient buildings in the value is very rich, not only in the historical or artistic level, but also has a certain social and economic value. Through the excavation of ancient architecture brand cultural characteristics, to achieve its development and use. Let the culture of ancient buildings can be integrated with the local characteristics of the countryside industry, is conducive to the countryside to create characteristics of the economy, and become one of the basic forces of rural transformation. (3) Management of ancient buildings. After excavating the cultural value of ancient buildings, ancient buildings may also extend a variety of industries. By doing a good job in the management of ancient buildings, to avoid the social and economic benefits of ancient buildings and other aspects are affected, so as to achieve the sustainable promotion of rural transformation.

#### **4.1.2 Achieve the effect of rural transformation and development through rural planning**

Want to achieve the development of rural transformation, but also need to do a good job of planning. Through appropriate rural planning, to ensure that the specific direction of the development of rural transformation can be clear, to achieve the rural transformation of resources and other aspects of the configuration, really promote the development of the countryside. In order to ensure the realisation of comprehensive planning, we also need to start from the following aspects: (1) the transformation of the countryside from inefficient to efficient planning. In the past, in the process of rural planning, the rural planning programme will be too large and empty, resulting in a waste of resources for rural transformation, and the transformation efficiency is not high. By realising the transformation from low efficiency to high efficiency, targeted transformation can be

achieved to ensure that the actual transformation needs of the countryside can be met. (2) Transformation planning of rural land use [3]. In the past, when planning for rural land use, it was all from a single perspective, resulting in poor land utilisation and the inability to plan and design the countryside in a humane or integrated way. By changing this aspect of the planning concept, it is possible to fully consider the rural ecological environment and other influencing factors, to ensure that the transformation and development of the countryside is based on the basic conditions of the countryside. (3) Transformation planning for rural communities. As the core of rural revitalisation, the planning of rural communities will have a decisive impact on the construction of the countryside. By realising the transformation planning of the rural community, it can provide reliable support for rural revitalisation. This aspect also needs to start from the protection of cultural and historical aspects of the countryside, to achieve the details of rural control, so that the community to play a variety of roles such as optimising the ecological environment.

## **4.2 Effective Strategies for Optimising and Regulating the Countryside in the Context of Rural Revitalisation**

### **4.2.1 Optimised control based on rural cultural construction**

In the strategy of rural revitalisation, there are various rural cultures and socialist core values. By optimising and regulating the construction of rural culture, it is possible to effectively grasp the important aspects of rural development and lay a good foundation for the optimisation and regulation of the countryside. In order to realise the high quality construction of rural culture, it is necessary to realise the classification of rural culture levels. By dividing it into many different levels, it can make the construction of rural culture more solid and has higher practicality, which can provide reliable theoretical support for the optimisation and regulation. Specifically, the levels of rural culture can be divided into the following: (1) Behavioural level. This level mainly refers to rural customs and habits, self-governance norms and policy and legal norms. It belongs to the formation and continuation of traditional rural cultural habits, which need to be observed by rural farmers together. At the same time, it also includes the whole and the law that need to be observed by the farmers, which belongs to the mandatory norms of the rural culture. (2) Material layer. This level mainly refers to the natural environment of rural culture, such as: traditional architecture, cultural relics and monuments. This level is related to the construction of rural industrial structure culture, and the countryside will realise a variety of construction of service industry, tourism or information industry and so on due to its different material. (3) Conceptual layer. For the countryside, the cultural construction in the conceptual layer mainly includes two kinds of belief concepts and circle concepts. The concept of faith refers to the concept of religious belief, which belongs to the rural farmers' worship of natural power and is not scientific. Circle concept refers to the cultural concept of blood relationship and neighbourhood, which is a kind of concept often used by rural farmers, and will have a certain influence on their judgement of right and wrong. By realising the construction of the above three different levels of culture, it is possible to make the construction of rural culture complete enough to achieve comprehensive and optimal regulation.

### **4.2.2 Optimised regulation led by grassroots party building work**

As agriculture is the basic industry of China's national economy, the Party and the State attach great importance to the construction of the countryside. By carrying out grass-roots party building work and taking it as the leader of the optimisation and control of the countryside, the optimisation and control of the countryside can be upgraded to a national strategy and meet the relevant requirements of rural revitalisation. If you want to let the grassroots party building work play the

role of optimisation and regulation, you need to adopt the following measures: (1) highlight the core position of the leadership. In the process of grassroots party building work, the prominence of leadership is conducive to the promotion of rural revitalisation strategy. The organisational capacity of the grassroots party building work will then be further enhanced to achieve the expansion of the scope of coverage of the work, and the work of optimising regulation will be viewed from the perspective of the overall situation. The grassroots party building work can also be truly put into practice, and can ensure that the work is carried out to meet the needs of serving the masses by stimulating the leaders' awareness of their main responsibilities. (2) Strengthening the foundation of governance. For the grassroots party building work, the foundation of its governance should be in the material aspect, to ensure that the rural economy is led in the direction of diversification [4]. Optimal regulation from the perspective of material governance to ensure that it can provide sufficient economic security for the countryside. This requires the party organisation at the grassroots level to be able to base itself on the reality of the countryside, and realise that the industry can be transformed by tapping the potential resources. Combined with the climatic characteristics and topography of different villages, to explore the development of suitable industries. This also requires the integration of modern development concepts to achieve a higher quality of optimal regulation. (3) Improvement of rural facades. Grass-roots party building work in the process, need to ensure that the realisation of harmony between man and nature as a major premise, do not damage the ecological environment and other aspects of the establishment of the correct concept of environmental protection. Grass-roots party building personnel need to play a leading role, so that the farmers' sense of responsibility and awareness of environmental protection has been enhanced, from the root to improve the living environment in the countryside. Taking the ecological environment as its development advantage belongs to the effective measures to achieve modern development.

## 5. Conclusion

In summary, achieving the transformation development and optimal regulation of the countryside in the context of rural revitalisation is conducive to promoting the high-quality development of the countryside and establishing an excellent pattern suitable for the transformation development and optimal regulation of the countryside. The development problems that existed in the countryside in the past can also be properly solved to achieve real common prosperity. Especially at present, China's rural revitalisation strategy has been attached great importance to the situation, the government will also strongly support the relevant work to carry out, the shortcomings of the development of the countryside to make up for, so that the countryside can achieve the real optimisation of the regulation. In the future, the industrial form of China's countryside will also become more diversified, and it is very crucial to achieve transformational development and optimal regulation, which is related to the actual level of development.

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