

Beautiful Village Construction in the Perspective of Ecological Civilization: Objectives, Problems and Paths

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Abstract: Respecting nature, following nature and protecting nature are the inherent requirements of the comprehensive construction of a modern country. In the perspective of ecological civilization, the beautiful village should be built into a modern village with prosperous industry, a livable village with beautiful ecology, a happy village with prosperous life, a warm village with social harmony and a civilized village with civilized manners. However, in the construction of beautiful villages, there are still a series of problems such as backward ideas, lack of funds, technology and talents, backward industrial development, lack of scientific planning and layout, and backward social undertakings. The construction of beautiful villages is an important part of the implementation of the rural revitalization strategy. In the face of problems and challenges, we need to further explore the practical path of beautiful village construction.

Keywords: Ecological Civilization; Beautiful Village; Objective; Problem; Path

1. Introduction

Chinese-style modernization is the modernization of harmonious coexistence between human and nature, and the construction of beautiful villages is an important measure to promote the modernization of harmonious coexistence between human and nature. In the context of ecological civilization, the essence of promoting the construction of beautiful villages is to solve the problems of rural development concept, rural economic development, rural spatial layout, rural living environment, rural ecological environment, rural cultural heritage and implementation path [1]. Therefore, the transformation of development concept, scientific planning and

layout, strengthening infrastructure construction, vigorously developing industries, enhancing capital, technology, talent support and strengthening legal system guarantee are the realistic way to promote the construction of beautiful villages, and also the effective measure to achieve the construction of "productive development, comfortable life, civilized rural culture, clean village appearance and democratic management" of beautiful villages.

2. The Vision and Objectives of Beautiful Rural Construction from the Perspective of Ecological Civilization

In the context of ecological civilization, implementing the strategy of urban-rural integration development aims to build beautiful countryside into a modern countryside with prosperous industries, a livable countryside with beautiful ecology, a happy countryside with prosperous life, a warm countryside with harmonious society, and a civilized countryside with civilized rural customs.

2.1 Building a Modern Rural Area with Prosperous Industries

If China wants to be strong, agriculture must be strong. Rural revitalization and industrial prosperity are the key. Industrial prosperity is an important foundation for rural revitalization and a prerequisite for solving all rural problems. Whether rural areas can be revitalized and farmers can become prosperous depends crucially on the development of rural productivity, which largely depends on the development of rural industries. Only by developing rural industries can we provide a good material foundation for rural revitalization, provide richer agricultural products, ensure national food security, and continuously meet the needs of the people for a better life; Only by developing rural

industries can we provide a reliable source of funding for rural revitalization and a reliable and sustainable guarantee for farmers' income; Only by developing rural industries can more employment opportunities and positions be created, and a stronger talent team be gathered for rural revitalization.[2]

2.2 Building a Livable Countryside with Beautiful Ecology

China needs beauty, rural areas must be beautiful. Ecological livability is crucial for rural revitalization. The ecological environment is the most inclusive welfare for people's livelihoods. A good ecological environment is the greatest advantage and precious wealth of rural areas. On the one hand, maintaining the ecological balance in rural areas and building a modern agriculture where humans and nature coexist harmoniously can not only meet the high-quality living needs of farmers, but also ensure the sustainable development and utilization of rural ecological resources; On the other hand, protecting the innate "genes" of rural green mountains and clear waters, and retaining the natural "welfare" of rural mountains and clear waters, is an objective requirement for harmonious coexistence between humans and nature. Building ecologically beautiful and livable rural areas should be a necessary part of the construction of beautiful rural areas. [3]

2.3 Building a Happy Countryside with a Prosperous Life

If China wants to be rich, farmers must be rich. Rural revitalization and prosperity are fundamental. Making the lives of farmers prosperous is the starting point and foothold of rural revitalization.

Whether we are well-off or not depends on our fellow villagers. Poor countryside is not a beautiful countryside. Backward countryside is also not a beautiful countryside. To achieve rural revitalization and build beautiful rural areas, we must adhere to the main line of increasing farmers' income, and help them overcome the dilemma of "no way to development and no door to wealth". We must provide farmers with a sustainable and stable source of income, economic prosperity, worry free clothing and food, convenient living, and common prosperity, so as to live a good life.

This is the goal of implementing the rural revitalization strategy and the fundamental requirement for building a beautiful countryside. [4]

2.4 Building a Warm and Harmonious Countryside for Society

China needs harmony, and rural areas must be harmonious. Adhere to the combination of autonomy, rule of law, and moral governance to ensure that rural society is full of vitality, harmony, and order. Rural areas have an unforgettable sentiment for farmers. Rural harmony is the foundation of building a harmonious society and an important component of national governance. The level of harmonious rural governance is related to the modernization of the national governance system and governance capacity, as well as to the vital interests of farmers. To achieve effective and harmonious rural governance, a rural harmonious governance system that combines autonomy, rule of law, and moral governance should be utilized to make autonomous operation more efficient, rule of law construction take root in villages, and moral construction truly integrate into the daily lives of villagers. This will enrich, ensure, and sustain the sense of gain, happiness, and security of villagers, thereby promoting a more harmonious, stable, and orderly rural environment, Create a good rural social environment for villagers to live and work in peace and contentment. [5]

2.5 Building a Civilized Countryside with a Civilized Rural Atmosphere

China needs civilization, and rural areas must be civilized. Rural revitalization and rural civilization are guarantees. Let farmers see the mountains and water, remember their homesickness, and preserve their hometown sentiment. Rural civilization is an important way for rural revitalization. The way to seek governance should not precede proper customs. The coordinated development of rural areas and the comprehensive progress of society cannot be separated from the promotion of civilized rural customs and the cultivation of spiritual and cultural values. To promote the development of rural culture and education, medical and health care, and other undertakings, promote the transformation of customs and civilized progress, promote fine

traditions, further enhance the comprehensive quality of farmers, and enhance the level of rural civilization, so that the civilized rural culture can spread throughout every corner of the countryside.

3. The Problems in the Construction of Beautiful Rural Areas from the Perspective of Ecological Civilization

Realizing rural revitalization is an established goal, but there are many urgent problems in the current construction of beautiful rural areas. If these problems are not solved, it will be difficult to achieve beautiful rural areas.

3.1 Farmers have Outdated Ideological Concepts

At present, the development of many rural areas in China is greatly limited, and one important reason is that many villages lack communication with modern urban information and culture. Villagers have traditional, conservative, and lack innovation in their ideological concepts. For example, some villages focus most of their human, material, and financial resources on economic construction, while lacking sufficient attention to social construction and governance. They even blindly believe that as long as the economy develops and social wealth increases, people's food and clothing problems are solved, and all other problems can naturally be solved. At the same time, in the process of rural development, the development concept of "people-oriented" has not been truly established, and the interests of the vast majority of the people are not fundamental, nor are problems viewed from the perspective of the vast majority of the people, which has greatly limited rural development. In addition, farmers have a poor awareness of their own development, and some villagers have always believed that rural areas cannot be as clean and tidy as cities. Otherwise, it will not be called rural anymore. As a result, the backwardness of concepts seriously restricts the development of rural areas, which will inevitably lead to the backwardness of rural development. [6]

3.2 Lack of Funding, Technology, and Talent Support in Rural Areas

It is precisely due to the uneven development between urban and rural areas that rural areas

suffer from a severe lack of funds, technology, and talent. One is a lack of funds. Due to the lagging development of rural areas compared to cities, the industrial structure is single, and the income of villagers is meager. The economic income of villagers mainly relies on industries such as farming, but due to the lack of scientific and technological guidance, the production capacity is not high and the income is very small. Secondly, there is a lack of technology. On the one hand, due to its own limitations, the vast majority of farmers find it difficult to master advanced science and technology; On the other hand, it is precisely the lack of talent that inevitably leads to the backwardness of rural science and technology. This is because it is humans who master science and technology, and a lack of talent also means a lack of science and technology. Thirdly, there is a lack of talent. Due to the single form of rural employment and limited development space, many talents have chosen large cities with good development prospects, resulting in the outflow of rural talents and a shortage of talents. Currently, the widespread phenomenon of "hollow villages" is the best footnote to the lack of talent in rural areas. These phenomena have become important reasons for the lagging development of rural areas. [7]

3.3 Rural Industrial Development Lags Behind

Due to the poor basic conditions in rural areas, the industrial structure is difficult to optimize, the industrial service system is not perfect enough, there is a lack of leading enterprises to drive, and the industry lacks extension and integration. The industry generally has the phenomenon of small scale, no characteristics, no brand, and difficult to sustain development. One is that homogenization is relatively severe, and the industrial characteristics are not obvious. As rural industries continue to accelerate, there are also problems such as a one-sided approach, unclear industrial characteristics, low economic benefits, and underdeveloped industries. For example, the development of rural tourism, no matter where tourists go, generally follows the same pattern - to see the scenery of the countryside, taste the food of the countryside, and pick rural agricultural products. The second is that the quality of agricultural products is uneven and

the brand effect is not strong. In the management of rural industries in our country, small-scale farming economy remains the main organizational form of production and operation, which inevitably leads to fragmentation and difficulty in forming a scale. In addition, related technologies cannot keep up, and there is a lack of quality supervision, resulting in uneven quality of agricultural products and weak brand effect. Thirdly, the industrial chain is short and the degree of industrial integration is low. In rural industries in China, there is a clear division of industries, a short industrial chain, and a low degree of industrial integration. For example, the agricultural production industry mainly provides primary agricultural products and rarely undergoes deep processing, forming an integrated industrial integration model of production, processing, logistics, and sales. The rural tourism industry mainly focuses on projects such as rural tourism, natural scenery viewing, and historical town and village tourism. Its form is relatively simple, the industrial chain is not long, and the degree of industrial integration is low. [8]

3.4 Lack of Scientificity in Rural Planning and Layout

The scale of rural areas varies, the layout is overly scattered, and lacks scientificity. The layout of the village and the construction of houses have almost no overall planning, and there is a great deal of randomness. One is the lack of a systematic and scientific overall development plan for the village. The development layout lacks macroeconomic regulation, and each village has strong autonomy and arbitrariness. For example, rural areas in mountainous areas can only be built according to the mountains due to geographical constraints; most rural areas in the plains live by road. Secondly, most rural areas lack detailed planning for village construction, and the overall rural planning lags behind. Many have exceeded the planning period and have not been revised, which has little guiding effect on village construction and lacks professional planning. Thirdly, the basic planning data is weak, and there is a serious lack of planning data such as topographic maps. In addition, a considerable portion of rural planning is designed by unqualified design units, lacking scientific rigor. This

affects and restricts the healthy development of the entire rural construction cause. Obviously, due to the lack of scientific and reasonable planning guidance, rural construction has developed in a disorderly and disorderly state. [9]

3.5 The Development of Rural Social Undertakings Lags Behind

Due to historical and practical reasons, the development of rural social undertakings has always been far behind that of cities. Firstly, rural education resources are weak. Against the backdrop of urban-rural disparities, there is a serious shortage of funds, educational resources, and teaching staff in rural education, which seriously affects the development of rural education. Secondly, the cultural and sports industry in rural areas is lagging behind. The problems of incomplete facilities in rural cultural and sports categories, shortage of cultural and sports talents, and incomplete cultural and sports networks are common, leading to monotonous forms of rural cultural and entertainment activities and lack of attractiveness in content; The infrastructure of rural health centers is backward, the equipment is rudimentary, and the level of medical services is relatively low. In addition, there is a lack of health technical personnel, especially those with high education and professional titles. The shortage of medical and medication in rural areas is severe, making it difficult to meet the medical and health needs of the vast rural population. Thirdly, the construction of health infrastructure is slow. The phenomenon of dumping garbage from rural life and production is common, and the problem of "dirty, disorderly, and poor" rural living environment still exists; Due to the imperfect rural drainage system, industrial enterprises and livestock and poultry farming wastewater are illegally discharged without treatment, resulting in varying degrees of pollution to farmers' drinking water and rural farmland; Some rural roads are in disrepair for a long time, causing difficulties for the public to travel. Undoubtedly, this situation will inevitably constrain the development of rural areas [10].

4. The Practical Path of Promoting the Construction of Beautiful Countryside from the Perspective of Ecological Civilization

In the perspective of ecological civilization, further exploration of relevant practical paths and implementation strategies is needed to promote the smooth development of beautiful rural construction. Propose targeted solutions to the problems in the construction of beautiful rural areas. [11]

4.1 Supporting the construction of Beautiful Rural Areas with New Development Concepts

According to the new development concept of "innovation, coordination, green, openness, and sharing", we will promote the construction of beautiful rural areas. We need to innovate the content and path of rural construction, coordinate the layout and structure of rural construction, develop green agriculture, produce green agricultural products, open up the agricultural market, and share the achievements of agricultural development. Continuously innovating the concept of rural social governance. To highlight the concept of "people-oriented" governance, effectively attach importance to the interests and demands of farmers, and transform government functions; To establish a concept of systematic governance, vigorously leverage the leading role of the government, guide and encourage widespread participation from all sectors of society, and ensure that rural social governance can gather positive factors from all aspects; We must establish the concept of legal governance, strictly follow legal procedures and regulations, and promote the legalization of rural governance.

4.2 Supporting the construction of Beautiful Rural Areas with Enhanced Funding, Technology, and Talent Support

By improving the rural living environment, attracting more funds, technology, and talents to participate in rural revitalization, promoting the flow of resources such as funds, technology, and intelligence to rural areas, and ultimately achieving the goal of building a beautiful countryside. In terms of funding, by establishing a policy system for utilizing the benefits of rural natural resources for the construction of beautiful rural areas, we can fully tap into and utilize the value added of rural natural resources. Increase the financial investment of the central and local governments, promote the construction of

beautiful countryside, and actively guide social capital to actively participate in the construction of beautiful countryside. In terms of technology, universities and enterprises should actively research and develop key technologies to improve rural living environment and build beautiful countryside. In terms of talent, by improving relevant policies and measures, attracting more medical and educational talents to rural areas, and comprehensively improving the level of medical and educational services in rural areas. Implementing talent cultivation projects in rural areas, strengthening the construction of personnel in public service management and professional technical personnel, and cultivating a group of high-quality new farmers for rural areas; by innovating mechanisms, we can introduce urban talents and technology into rural areas, and support rural development with high-quality human resources. [12]

4.3 Promoting the Construction of Beautiful Countryside through Industrial Development

Promoting the development of rural industries is the foundation for stimulating rural vitality. Promoting the integrated development of the primary, secondary, and tertiary industries in rural areas helps to stimulate the creativity and competitiveness of agricultural and rural economic development, transform and enhance the traditional development momentum of agriculture and rural areas, accelerate the formation of new driving forces for agricultural and rural development, and provide dynamic support for industrial prosperity. It also helps to leverage the synergistic effect of industrial integration development, drive more resource elements to enter agriculture and rural areas, promote the organic integration of production, life, and ecology, and promote the integration of urban and rural resource elements "Organic integration, the organic integration of multiple values and functions in agriculture, and the formation of a new pattern of urban-rural integration and development in more fields, on a larger scale, and at a higher level." To become rich, agricultural industrialization may be the best path. The best way to guide farmers onto the path of agricultural industrialization is to adopt a model of farmers adding companies.

Companies provide funding and technology to assist farmers in production, and farmers hand over their products to companies according to contracts. Companies then process and reprocess agricultural products. In this way, the company can earn money, and farmers can also earn money, and then embark on the road to wealth.

4.4 Optimizing the Construction of Beautiful Countryside through Scientific Planning and Layout

In response to the widespread phenomena of scattered village distribution, diverse residential areas, idle homesteads, and "hollow villages" in rural areas, it is necessary to adopt the approach of coordinating urban and rural development and optimizing the layout of villages and towns to solve them. We should conscientiously carry out the planning and design work for the construction of beautiful rural areas based on the specific realities of rural geography, climate, resource conditions, historical traditions, ethnic customs, industrial structure, etc., and in accordance with the requirements of "high starting point planning, high-level design, and high standard construction". Through systematic planning and arrangement of village and town layout, productivity layout, transportation and water conservancy layout, scientifically delineate urban planning areas, industrial production areas, agricultural development areas, farmer residential areas, and ecological protection areas, coordinate and arrange spatial structures such as urban and rural construction, farmland protection, industrial agglomeration, living and ecological environment, accelerate the construction of high standard farmland, develop moderate scale agricultural management, and form 'fields become square meters, forests become networks, and canals' The rural pattern of 'connected and connected roads' is used to promote the construction and development of beautiful countryside [13] In the thousands of years of development, historical and environmental factors have made every village have architectural art and spatial patterns that represent the local social customs and traditions, such as the bamboo houses of the Dai ethnic group, the wooden houses of the Yi ethnic group, and the hanging foot towers of the Zhuang ethnic group. These buildings reflect the harmonious relationship

between the village and the surrounding natural environment and human culture. Through scientific and reasonable planning and layout, rural areas will be built into livable, prosperous, harmonious and beautiful villages, integrating mountains and rivers, containing nostalgia, and rich cultural connotations. Adhere to the principle of "rural areas should be like rural areas", with a focus on improving the living environment, and strive to promote the afforestation of villages and estates, the shading of roads, the landscaping of courtyards, and the clarification of industries.

4.5 Strengthening Infrastructure Construction to Promote the Construction of Beautiful Countryside

One is to strengthen road construction. To become rich, first build roads. Many farmers in industrial villages feel deeply that the inability to transport agricultural products was once a concern for the villagers. By strengthening road construction, enhancing urban-rural interaction, narrowing the urban-rural gap, accelerating the process of urban-rural integration, improving the living and travel environment in rural areas, and laying a solid foundation for the construction of beautiful countryside. The second is to attach importance to the treatment of garbage and wastewater. We should ensure full coverage of garbage disposal, classify and dispose of various types of garbage, and improve the environmental hygiene of rural areas; by raising funds from the government, rural areas, and villagers, a pollution treatment system is provided for rural areas. The sewage from each household is connected through pipelines and passes through the sewage treatment center. The treated sewage is reused as much as possible; Carry out the "toilet revolution" in rural areas, connect toilets to water pipes, purify and treat wastewater for reuse. The third is medical and social security. Rural social medical security is a major issue that concerns the vital interests of farmers. In accordance with the requirements of coordinated urban-rural development, further improve the rural social medical security system, increase public financial investment, so that all farmers can enjoy the sunshine of public finance, ensure that the development achievements can benefit farmers, and solve the worries of farmers in production and life.

5. Conclusion

The construction of beautiful countryside is a strategic measure to implement the integration and development of urban and rural areas. It is a powerful measure to break the dual economic structure between urban and rural areas and build a modern new countryside. It is related to the coordinated development of urban and rural areas and must be vigorously promoted for a long time.

To build beautiful rural areas, the government also needs to introduce relevant safeguard measures. One is to quickly formulate medium - and long-term development plans, rural ecotourism development plans, and macro plans for protecting the democratic rights and interests of villagers for the construction of beautiful countryside, so as to gradually standardize and legalize the construction of beautiful countryside. The second is to actively guide and standardize village rules and regulations, cultivate villagers' awareness of the rule of law, autonomy, and democracy, and provide legal guarantees for the construction of beautiful rural areas. The third is to establish a sound system for coordinating interests and social security, in order to coordinate the interests of the vast majority of farmers, improve the assistance mechanism that combines civil affairs relief, preferential welfare, and social assistance, improve the financial assistance system for rural impoverished families, medical treatment, and children's enrollment, and reduce the occurrence of returning to poverty due to education or illness from the source.

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