



Rural Value Orientation and Rural Revitalization in the New Era

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Abstract. In the new era, re-understanding and promoting the value of the countryside, accurately positioning the value of the countryside, pay attention to the rural development to our country and the rural revitalization strategy has important practical significance. At present, in the process of urban-rural integration and its own development, the countryside has a precise value positioning: circular economy value positioning, ecological livable value positioning, green leisure value positioning, Chenguna new value positioning and planting talent value positioning. We should use the vision of the new era, standing at the height of the rural revitalization strategy, combined with the value positioning of rural areas, and constantly explore and enhance the value of rural areas.

Keywords: New Era; Value Orientation; Rural Development; Rural Revitalization

1 Introduction

As a big agricultural country, China can never neglect the development of rural areas. Rural development is closely related to the country's economic development, social stability, national prosperity and long-term peace. With the rapid economic development and social changes, China has entered a new era of development. The traditional mode of rural development can no longer fully meet the development requirements of the new era. Problems such as backward rural governance and inadequate and unbalanced development between urban and rural areas have become increasingly prominent. The 19th National Congress of the Communist Party of China reviewed the situation and proposed the rural revitalization War according to the requirements of rural development in the new era. In the report of the Party's 20th National Congress, it was emphasized that rural revitalization should be comprehensively promoted. Comprehensively promoting rural revitalization is not only a new requirement for rural development in the new era, but also an inevitable requirement for realizing Chinese-style modernization. To comprehensively promote rural revitalization, it is necessary to fully adapt to rural production and life, fully understand the value system of rural areas, and understand the value orientation of rural areas. From the perspective of the new era, we must attach importance to the value of the countryside, and constantly

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discover and enhance the value of the countryside on the basis of the rural value system, so as to promote the development of the countryside and further accelerate the realization of the rural revitalization strategy^[1].

2 First, The Basis of Rural Value Orientation in the New eEra

China has entered a new era of development, and the development of rural areas must keep pace with The Times. Rural value is an important product in the process of rural development. Scientific understanding of rural value and accurate value orientation in the whole process of rural development can promote the sustainable development of rural areas. The orientation of rural value in the new era must be based on the strategy of rural revitalization and the building of a well-off society in an all-round way, and it is also combined with the actual needs of China's current rural development.

2.1 Theoretical Basis of Rural Value Orientation in the New eEra

As for the research on rural value in developing countries, several development economists headed by Lewis (1954) have previously made relevant discussion. They believe that there is often a dual economic structure with severe differentiation between rural and urban areas in developing countries. The former lags far behind the latter in productivity, modernization and development level. Rural development is often in a passive position, urban development is often in a leading position, the development of agriculture passively serves the development of industry and cities, leaders tend to pay more attention to the economic value of the countryside, and the diversified value of the countryside has been weakened and despised, resulting in the imbalance between rural and urban development. Engels (1847) proposed the concept of urban and rural integration in his *Principles of Communism*. The basic idea is to eliminate the opposition between urban and rural employment caused by different industries, the imbalance in the spatial distribution of population, and the difference in urban and rural welfare caused by the opposition between urban and rural^[2]. Some scholars believe that there can be a relationship between rural and urban coordination and promotion, which can be diversified. They should not only pay attention to the economic connection, but also enlarge the value of rural areas and strengthen the cultural, political and ecological connections, so as to narrow the gap between urban and rural areas and improve their respective development in the overall development. The government should play a more powerful role in this process. Therefore, the orientation of rural value should focus on the integration of urban and rural areas and the development of rural areas. These are the theoretical development of rural value in the early period, which has an important impact on the practice of rural construction and development in developing countries, and provides a certain reference for rural value orientation in the new era, and is an important theoretical basis for rural value orientation in the new era.

China has always attached importance to rural development, especially after stepping into the new era. In the report of the 19th CPC National Congress, the CPC proposed the implementation of the "rural revitalization strategy", which is not only the

continuation and development of the "construction of a new socialist countryside" proposed by the Fifth Plenary Session of the 16th CPC Central Committee, but also a major strategic deployment to solve the problems of "three rural areas" in response to the new requirements of the new era. At the same time, the 19th National Congress also pointed out that the main contradiction in Chinese society has been transformed into the contradiction between the people's ever-growing needs for a better life and unbalanced and inadequate development. The report of the 20th National Congress of the Party further emphasized the importance and necessity of comprehensive rural revitalization in the new era, clearly pointed out that "the most arduous and onerous task of comprehensively building a modern socialist country is still in the countryside, and further proposed to comprehensively promote rural revitalization", and proposed to "adhere to the priority development of agriculture and rural areas, adhere to the integrated development of urban and rural areas, and smooth the flow of urban and rural factors." Accelerate the building of a strong agricultural country, and solidly promote the revitalization of rural industries, talents, culture, ecology and organizations." At the theoretical level, the major assertions of "comprehensively promoting rural revitalization", "urban-rural integrated development" and "rural ecological civilization construction" put forward at the 20th CPC National Congress not only emphasized the supporting, basic and strategic value and position of rural areas to the country, economy and people's livelihood, but also further enriched the relevant Marxist theories on urban and rural development.

2.2 The Practical Needs of rRural Value Orientation in the New Era

Since entering the new era, although China's rural areas have been changed and optimized in many aspects, there are still many difficulties to be solved. From the perspective of the new era, the rural value orientation should fully consider the realistic needs of rural development, and then conduct a scientific and reasonable orientation of rural value.

2.2.1 The Rural Land Use Efficiency Is Low, and the Agricultural Production Mode is still Backward.

At present, most of China's rural land management mode is operated by small farmers of one family. The rural land is scattered and it is difficult to form scale effect, resulting in low land use efficiency. The economic returns of pure peasant household land management mode continue to decline, driven by economic interests, a large number of rural labor force enters the city. Therefore, a large number of rural land wastage, "coping with the field", "lazy crops" and other problems, resulting in a large waste of land resources, agricultural production is difficult to achieve industrial management.

2.2.2 The Advantages of Agricultural Industrialization Management Are still Insufficient.

The construction of agricultural infrastructure is lagging behind, the level of agricultural mechanization and information technology is low, and agricultural enterprises are economically vulnerable groups and receive insufficient financial assistance, which seriously restricts the process of agricultural industrialization. At the same time, the backward management of the rural market has led to the low commodity rate of agricultural products and the extremely low enthusiasm of farmers to start businesses.

2.2.3 The Impetus for Farmers' Income Growth is Insufficient, and Inter-regional Income Disparities still Exist.

Increasing the price of agricultural products is one of the main means for the Chinese government to stimulate the increase of farmers' income. After the reform and opening up, especially after China's accession to the WTO, affected by the effect of the cap on the international market, the price regulation space of agricultural products by the Chinese government is weakened, and the growth of farmers' income is slow, and the income gap between regions is obvious.

2.2.4 The Problem of Rural Aging, Left-behind Children and Rural Hollowing out Is still Prominent.

With the advancement of industrialization and urbanization, not only the total rural population is gradually decreasing, but also due to the transfer of a large number of young and middle-aged labor to cities and towns and the secondary and tertiary industries, the degree of aging of the rural population continues to increase, which leads to the problem of left-behind children and hollowing out and other problems are becoming increasingly prominent.

In view of the above practical problems in rural development, we need to re-examine the value orientation of rural areas. A clear and scientific rural value orientation can not only solve the difficulties faced in the process of rural development, but also explore the development path of the countryside itself and its position in the process of urban-rural integration. Only through scientific rural value orientation can we narrow the gap between urban and rural development, improve farmers' economic income and living standards, and then facilitate the inheritance and development of rural culture, improve the ecological environment, create a green and healthy living environment, so as to promote rural revitalization and long-term development.

3 Second, Rural Value Orientation in the New Era

As China's economic and social development enters a new era, the contradiction between the Chinese people's ever-growing needs for a better life and unbalanced and inadequate development has risen to become the main contradiction in the construction and development of the new era. Therefore, in the context of the new era, there are new

requirements for rural development and the value of rural areas has a new orientation and requirements.

3.1 Value Orientation of Countryside in the Integration of Urban and Rural Development

Since the reform and opening up, China's market economic system has been gradually improved, and the process of new-type urbanization has shown a rapid development trend. Production factors such as capital and labor have gradually moved from rural areas to cities and gathered in cities, and the uneven distribution between urban and rural areas and the economic and social gap have further widened. The unbalanced development between urban and rural areas is reflected in residents' income, education level, medical level and social security. In terms of residents' income, there is still a large income gap between urban and rural residents, and low income to some extent leads to the backwardness of rural areas^[3]. In terms of education development, rural areas are limited by the natural conditions and the level of economic and social development, and their investment in education funds is significantly less than that of urban areas. There are many problems such as backward development of teachers' treatment, teachers' level and professional development. In terms of medical treatment, many rural areas are still faced with a shortage of medical services, and the medical treatment level can not keep up with the needs of farmers. In terms of social security, China's social security has always been divided between urban and rural areas, showing the characteristics of fragmentation, which makes it difficult to realize financial mutual assistance and centralized investment in both space and time, further strengthening the division of social groups, and bringing hidden dangers of social instability^[4].

Based on the above analysis, the value orientation of rural areas should first be based on the actual problem of unbalanced development between urban and rural areas, and the value of rural areas in the process of urban-rural integration should be accurately positioned from the coordination relationship between urban and rural areas. Only in this way can the gap between urban and rural areas be narrowed and regional mutual financial complementarity be realized.

3.1.1 Value Orientation of Circular Economy.

In the process of urbanization, the rural economic development has a series of problems such as capital shortage and environmental pollution, so it is necessary to locate the economic value and production value of the countryside in the circular economy. Circular economy has the characteristics of low exploitation, high utilization and low emission. When all energy and materials are integrated into this economic cycle, they can be used more reasonably, efficiently and sustainably, and at the same time, the adverse impact of economic activities on the natural environment can be avoided and reduced. The value proposition of circular economy always adheres to the fundamental principle of sustainable development.

The value orientation of circular economy can deal with the relationship between rural economic development and natural environment in a timely manner, and has a

very important impact on China's comprehensive national strength and the development of all aspects. It not only provides conditions for intensive cultivation, land comprehensive application and cultivated land protection, but also is the node of aquaculture and planting industry, farmers' life and production energy cycle.

The core concept of "high utilization" of circular economy is conducive to the development of intensive agricultural production mode, so as to improve land utilization and production efficiency, play a promoting role in the process of agricultural industrialization, and improve farmers' income. Circular economy is conducive to the adjustment of rural industrial structure, while running circular economy can increase the use of modern technology in rural areas, give full play to the advantages of modern technology, promote the effective use of information technology in rural economic development, stimulate the active development of agriculture, animal husbandry, fishery, forestry and other agricultural industries, in order to supplement the content of rural economic development, so as to narrow the gap between urban and rural areas. To meet people's needs for a better life and realize real urban-rural integration^[5].

3.1.2 Value Orientation of Ecological Livable.

"Respecting, adapting to and protecting nature is an inherent requirement for comprehensively building a modern socialist country. We must firmly uphold and practice the concept that clear waters and lush mountains are invaluable assets, and plan for development from the height of harmonious coexistence between man and nature." With the continuous development of urbanization, the phenomenon of reverse urbanization has gradually emerged, that is, the urban development to the countryside, so the ecological value and life value of the countryside should be positioned in the green and livable. The ecological value and life value of the countryside is the ideal space for ecological livable, which is in line with the general requirements of the rural revitalization strategy "ecological livable", and is also the "lifeline" of the rural revitalization strategy^[6].

The value orientation of ecological livable is in line with the requirements of vigorously building a beautiful countryside. The improvement of people's living standards depends on the improvement of living environment and natural environment. Even after continuous development, the rural population still accounts for the vast majority of the total population. Creating an ecologically livable rural living environment is not only the well-being of rural residents, but also the well-being of urban residents. Under this orientation, it is conducive to discovering and dealing with existing ecological environmental problems, making up for the shortcomings in rural infrastructure and public services, promoting the construction of infrastructure, and creating a living environment with beautiful environment and clean village appearance. And improve the overall happiness of rural residents. At the same time, it can satisfy the yearning of urban residents for fresh air and beautiful pastoral scenery in the countryside, the desire to get away from the bustle of the city, and the material and spiritual needs of tasting the organic agricultural products provided by farmers and understanding the unique local civilization in the countryside.

3.1.3 Value Orientation of Green Leisure.

The supply capacity of high-quality green agricultural products, beautiful ecological environment and excellent traditional cultural products has been significantly enhanced. Grain output has been kept above 1.3 trillion tons, the ratio of the total output value of the agricultural processing industry to agricultural production has reached 2.8:1, the annual number of rural leisure tourism tourists has reached 4 billion, the annual business income is 1.2 trillion yuan, and the online retail sales of agricultural products has reached 1 trillion yuan. In recent years, leisure agriculture and rural tourism have shown the development trend of industrial scale, intensive operation and diversified connotation, which further promotes the continuous expansion of rural tourism market space and the continuous expansion of the overall scale of the industry. Therefore, the value positioning of green leisure, from the perspective of urban-rural integration, green leisure rural tourism can meet the consumption demand of modern people's spiritual rest. At the same time, it also injects infinite vitality into the underdeveloped countryside, which is mainly reflected in the continuous increase of farmers' operating income or wage income through local employment and entrepreneurship; Leisure rural tourism integrates technology, Internet genes and other factors to cultivate new development models such as "customized agriculture", crowdfunding agriculture and e-commerce agriculture, so that resources between urban and rural areas can be more fully circulated. Rural tourism and leisure agriculture have become one of the most dynamic economic growth points in China. Rural tourism with green leisure as the theme can not only meet the consumption needs of urban residents, but also provide suitable exports for the city to feed the countryside, and pull the carriage of urban-rural integration development.

3.2 The Value Orientation of Rural Self-development

3.2.1 Value Orientation of Inheriting the Old and Embracing the New.

Rural revitalization strategy requires to achieve "rural style civilization", in which revitalization of local culture is an indispensable part of the overall revitalization of the countryside. For thousands of years, China's farming civilization has created a unique local culture, but with the advancement of urbanization, a large number and rapid influx of urban culture into the countryside, which has a profound impact on the inherent cultural system of the countryside. The value orientation of accepting the new refers to inheriting and protecting the excellent local culture with inherent characteristics of the countryside, criticizing and abandoning the old customs with bad influence, and making a reasonable choice of urban culture, absorbing the essence of its excellent culture, and developing a civilized and positive local culture in line with the development of modern countryside. The lack of a full understanding of rural characteristics and value system will cause major deviation to rural development. The cultural value of rural areas is mainly reflected in the self-integration of mountains and rivers, the complementarity of characteristic fields, courtyards and villages, and the preserved customs and characteristic activities formed in rural areas. Bearing in mind the new rural cultural value orientation, local governments should be encouraged to develop and protect local unique cultural resources in a targeted manner, thus strengthening the

inner power of rural culture protection and inheritance, improving the cultural consciousness and main body consciousness of rural residents, so that traditional rural culture can be displayed in a new way on the platform of the new era, so as to get better protection and inheritance. Through personal experience of agricultural and rural activities, people can better understand the characteristics of rural customs and local civilization, so that agricultural civilization can be better inherited and developed. Abundant agricultural technology, agricultural knowledge and rural customs in rural areas are all important parts of Chinese culture. Understanding rural culture and experiencing rural customs can strengthen cultural exchanges between urban and rural areas, cultivate people's love and reverence for nature, and achieve the effect of protecting nature at the same time. In addition, the improvement of cultural consciousness of rural residents can attract more labor and talents to flow to the countryside and participate in the construction of cultural industries^[7].

3.2.2 Cultivate the Value Orientation of Talents.

Development must adhere to the people-oriented, the village's own value development is the same, "people-oriented" can not be separated from education. Rural education is a very important part of China's education system. In the "Opinions of the CPC Central Committee and The State Council on Implementing the Strategy of Rural Revitalization", priority should be given to the development of rural education. The practice of rural revitalization strategy cannot be separated from the full deployment of various resources, of which human resources is an important part, and the profound human resources will be transformed into the driving force of production. However, the effectiveness of mobilizing talents from cities and attracting talents from other places to participate in rural construction is still not enough. Only by improving the talent cultivation ability of villages themselves, can the rural revitalization strategy bring a steady stream of creativity and vitality, which is also one of the driving forces to promote urban-rural integration and rural development. At present, many rural areas in China are facing the problem of hollowing out, one of the reasons is that rural education can not meet the needs of rural development, many parents choose to transport their children to the city for education, resulting in a large loss of talents, so the value orientation of cultivating talents is in line with the new era and the development of rural itself. To improve the talent training ability of rural areas, but also to improve the comprehensive quality of rural areas, speed up the construction of beautiful countryside.

4 Third, The Promotion of Rural Value under the Strategy of Rural Revitalization

At the Central Rural Work Conference on December 29, 2017, it was proposed for the first time to take the socialist road of rural revitalization with Chinese characteristics, which is a major strategic deployment for the historic and overall task of building a great modern socialist country in an all-round way, and also a major plan to solve the work of "agriculture, rural areas and farmers" in the new era. The implementation of the

rural revitalization strategy requires adhering to the socialist path of rural revitalization with Chinese characteristics, giving priority to the development of agriculture and rural areas, establishing and improving systems, mechanisms and policies for the balanced development of urban and rural areas, and promoting the political, economic, cultural, social and ecological progress in rural areas in a coordinated manner in accordance with the development requirements of thriving industries, ecological livability, civilized rural customs, effective governance and prosperity. Accelerate the modernization of rural agriculture and the modernization of rural governance systems and governance capabilities, so as to make rural areas a beautiful place to live and work in peace and contentment, make farmers an attractive career and make agriculture a promising industry. Therefore, in the new era of development, the requirements and approaches for rural development have also changed, and the importance and value of rural development have been enhanced^[8]. The further realization of the rural revitalization strategy also needs to pay attention to enhancing the value of rural development.

4.1 The Improvement of Circular Economy Value Orientation

Compared with circular economy, traditional economy is a one-way flow economy, which is composed of the material flow chain of "resource -- product -- pollution emission". In the traditional economy, a large number of materials and energy have been developed with high intensity, and in the process of production, processing and consumption, pollution and waste are directly discharged into the environment without treatment, which not only causes the deterioration of environmental pollution, waste of resources, but also threatens the living environment of human beings, and has a lot of irreversible effects. And the circular economy has always followed the 3R principle, one is the "reduce" principle, requiring the use of as little raw materials and energy as possible to complete the established consumption purposes and production goals. In this way, the consumption of resources and energy can be reduced at the source, and environmental pollution can be improved. For example, the product specifications are miniaturized and lightweight to reduce the waste of resources. To make the packaging more simple and practical rather than extravagant waste; Make the process of consumption and production, waste emissions to a minimum. The second is the "reuse" principle, requiring the production of products and packaging can be used many times, put an end to the pursuit of interests and design and production of disposable low-utilization products, as far as possible to make the product repeated use and durable. The third is the "recycle (recycle) principle", which requires that the product can be re-used in another form after the completion of the purpose of use, and requires that the scraps, intermediate materials and some other materials generated in the production process can be effectively used^[9].

In terms of agricultural production, the government should vigorously promote the construction of infrastructure to provide the foundation for the modernization of agricultural production, the industrialization of agriculture, the characteristics of agriculture and the eco-agriculture. Only on the basis of relatively perfect infrastructure can the current high-tech, such as big data, Internet of things, cloud computing and artificial intelligence, be adopted to build ecological agriculture and smart agriculture, in order

to achieve the standardization of production, reduce the irrational use and waste of production resources, and at the same time improve production efficiency and land utilization rate. In order to improve the control ability of agricultural materials, make the maximum use of limited resources, in order to produce the most effective circulation of products, so as to improve the quality of agricultural products, promote the overall upgrade of agriculture, to achieve the maximum benefit of circular economy.

4.2 The Improvement of Ecological Livable and Green Leisure Value Positioning

The two value positioning of ecological livable and green leisure are in line with the overall requirements of the rural revitalization strategy: rich life, prosperous industry and ecological livable. There are both connections and differences between the two, but there is a mutually beneficial coexistence relationship. To realize the ecological value of rural areas in the new era, the conversion of rural ecological value should take increasing the supply of characteristic and high-quality ecological products as the breakthrough point. The three factors of rural distinctive resources, beautiful and livable environment, and multi-functional utilization of ecological products should be combined to achieve a multiplier effect^[10]. Only by creating an ecologically suitable rural environment can we beautify the rural environment, improve the comprehensive quality of rural residents, and attract more urban population to rural areas for leisure and relaxation, which is one of the prerequisites for green leisure. At the same time, the large influx of population will stimulate the economic growth of rural areas and promote the ecological civilization construction in rural areas. In this process, the government should encourage and drive the countryside to create brand projects with local characteristics, so that the charm of the countryside can be more widely displayed. At the same time, it is necessary to improve the construction of rural ecosystem facilities, apply and grasp the laws of nature, and closely link the rural environmental governance with the construction of ecological civilization, so that the rural value of ecological livable and green leisure can be fully promoted and developed.

4.3 The Promotion of Chengguna under the New Value Positioning

Rural culture is an important part of Chinese culture and an important part of China's social and cultural system. It embodies the beauty of the countryside, the beauty of humanity, and the spiritual blood of Chinese civilization. The revitalization of rural culture is a major historical task to achieve a decisive victory in building a moderately prosperous society in an all-round way and a great modern socialist country in an all-round way, and is the general starting point for rural spiritual civilization construction in the new era. Rural culture not only needs us to carry on from generation to generation, but also needs to sublimate its content, constantly keep pace with The Times, and bring forth the new. Rural revitalization must actively unearth the contemporary connotation of rural value, pay attention to the modern inheritance and protection of rural value, guard the soul of rural value, and creatively apply it, so that the value of rural areas can be fully released^[11]. In this regard, we need to make efforts to excavate

and explore excellent local culture, so that the most basic and down-to-earth cultural genes of the Chinese nation can adapt to the development requirements of contemporary culture and modern society, so that rural culture can burst out new vitality on the basis of the original, and then promote the innovative transformation and innovative development of local culture. For example, we should consider how to organically combine the protection and development of local culture with modern science and technology, how to mobilize local culture to participate in the effective division of labor of social and economic development, etc., so as to provide profound and usable cultural resources for the rural revitalization strategy^[11].

4.4 Enhancement under the Value Orientation of Cultivating Talents

Giving priority to the development of rural education is one of the contents of the implementation of the rural revitalization strategy, so the support for rural basic education needs to be strengthened. Rural areas are large and sparsely populated, which makes it difficult to centralize and scale education, but schools are necessary. There are a large number of small-scale schools in rural areas, so it is the core to solve the problem of teaching quality in schools, and lay a solid foundation for the personnel training system by improving teaching quality. The government should pay attention to the delivery of high-quality teachers in rural education, the way of teacher delivery should be diversified, and rural teachers should be rewarded and encouraged in policy. Secondly, it is necessary to improve the poverty-stricken student funding system, precisely locate the target of funding, and increase the intensity of funding. Constantly improve the school infrastructure, establish psychological counseling rooms, libraries, multimedia classrooms, sports halls, etc. to bring diversified education methods and humanistic care to students, and promote the all-round development of students. The school should be as complete as possible. In addition, it is necessary to increase the training of local talents in rural areas, guide all kinds of professional and technical personnel in cities to provide rural services in an orderly manner, and comprehensively improve the comprehensive quality of farmers, further highlighting the importance and urgency of implementing the talent support plan for rural revitalization^[12].

Due to the vast rural area, the exchange, dissemination and research of agricultural production technology information are often limited, so it is necessary for each village to build a multi-functional center that can make information fully exchange and dissemination, which can promote the introduction of new technologies into the countryside and improve farmers' creativity and creative consciousness by inviting college experts and professors and other talents to organize technical exchange meetings. The multi-functional center should maintain active communication with the outside world through the Internet to ensure the timeliness of the received information. At the same time, it is necessary to establish a knowledge reserve system, such as electronic library, library, agricultural information archive system, etc., to be attractive to farmers, in order to reflect the value positioning of "cultivating talents".

5 Conclusions

To sum up, the issues of "three rural areas" are fundamental issues related to the national economy and people's livelihood. In the face of changes in the new era, it is imperative to vigorously promote the strategy of rural revitalization. The relationship between rural revitalization and rural value is complementary to each other, so we should base on the present, look back on the past, look forward to the future, and use the vision of the new era to scientifically re-understand rural value. Actively explore the ways and means of rural value promotion.

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