

# Current situation and construction path of planning and design in rural areas under the strategy of Rural Revitalization

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**Abstract:** Because the current rural area planning and construction can not meet the requirements of rural area development, this paper studies the current situation and construction path of rural area planning and design under the Rural Revitalization Strategy. Understand the current situation of planning and design in rural areas, and the existing planning lacks scientific and effective guidance for the construction of rural areas. The significance of rural area planning, design and construction. Effective rural area planning, design and construction can greatly improve the rural style and people's appearance and promote the economic development of rural areas. From Strengthen the guidance of spatial planning, introduce scientific and technological information service mechanism, and optimize the regional development of rural industry. Put forward the construction path of rural areas from three angles, promote the industrial development of rural areas and realize the prosperity of life.

**Keywords:** Rural Revitalization Strategy; Rural planning and design; Rural construction; Industrial regionalization; Science and technology information service mechanism; Spatial planning;

## 1. Introduction

With the accelerating process of modern urban construction and the influx of a large number of people into cities, the phenomenon of population loss in rural areas is serious, and the economic development and agricultural production in rural areas are declining. In order to improve the rural economy and rural appearance, the state proposes to carry out rural planning and innovative construction under the guidance of rural revitalization, so as to promote rural talents, For the development of rural industry and rural ecology and culture, it is necessary to integrate the internal and external environment of the countryside, realize the standardized management within the rural planning area, effectively plan the rural resources, ecological environment, village landscape and other contents clearly, and combine the current land use situation of the rural area with the planning, design and construction, So as to achieve the goal of Rural Revitalization and construction<sup>[1]</sup>. Under the Rural Revitalization Strategy, by adjusting the development mechanism of rural area construction, carrying forward the characteristics of rural areas, further cultural innovation and accurately promoting the construction of rural industries, this paper optimizes the planning and development layout of rural areas, pays attention to the coordinated development between different plans in rural areas, and designs rural area planning in combination with superior planning, So as to avoid contradictions between different plans in the implementation process and ensure the smooth implementation of planning and design. It provides a reference basis for multi-level and multi-dimensional planning, design and construction in rural areas, and has important practical significance for the planning and actual development of rural areas.

## 2. Current situation of planning and design in rural areas

At present, the existing planning of rural areas can no longer match the current rural construction and development, and the Rural Revitalization Strategy has important guiding significance for the construction of rural areas. However, in the process of the construction and development of rural areas, multiple problems continue to highlight, and there is a lack of scientific and reasonable rural planning and design, which can not play an effective guiding and guiding role in rural construction, Therefore, the planning and design of rural areas need to actually solve the living needs of rural residents, coordinate the upper planning, carry out the lower planning, and implement the overall planning. At

this stage, the rural population outflow is serious, which makes the planning of rural areas lag to a certain extent<sup>[2]</sup>. In many urban and rural master plans, only the urban spatial structure and industrial development direction are planned, but only the population indicators and per capita construction land and other indicators are defined for rural areas, and there is no scientific basis for the layout and scope of rural facilities, The allocation of public facilities at different levels by using the population scale ignores the actual needs of the countryside to a certain extent, resulting in unreasonable resource allocation and unable to reflect the wishes of the people in rural areas. The current rural area planning has a vague positioning on the number and scale of infrastructure facilities required by the countryside. At the same time, The planning of pipeline direction and location has little reference to the actual implementation of the project, so it is necessary to carry out new planning, design and construction.

### **3. Significance of planning and construction in rural areas**

The economy of rural areas lacks the theory of appropriate planning, design and construction in the rural development stage. It needs targeted construction paths and methods to support the continuous exploration and practice of rural areas. The planning, design and construction of rural areas provides important methods and theoretical support for the construction of rural areas in different areas in other stages of our country, and has important reference significance. At the same time, effective rural area planning, design and construction can greatly improve the rural style and people's appearance and build a better people's living environment<sup>[3]</sup>. Therefore, under the Rural Revitalization Strategy, summarize and study the rural planning, design and construction strategies in different rural areas, highlight the rural regional characteristics in different areas and protect the mountain and water potential of the countryside, Make the regional culture of rural areas more prominent, and unify the architectural style of rural areas through the renovation of old buildings in rural areas. In the planning of rural industry, according to the existing regional resources, create characteristic industries, carry out reasonable industrial regional spatial layout, and create efficient and ecological agriculture, which is of great significance to actively develop the processing industry of agricultural products with high added value. In villages with industrial, mining and tourism foundation, manage various elements of rural construction for the purpose of industrial prosperity, So as to better carry out the practical operation of rural construction.

### **4. Planning, design and construction path of rural areas under the Rural Revitalization strategy**

#### ***4.1. Strengthen the guidance of spatial planning***

The planning, design and construction of rural areas is a complex systematic project. The rural construction guided by the township revitalization strategy must be based on the spatial planning and design of rural areas, and put forward a series of planning and construction measures for road transportation, ecological environment protection, rural industrial development and so on. The first is to strengthen the spatial planning of rural areas. Reasonable and scientific spatial planning is directly related to the success of rural construction<sup>[4]</sup>. Therefore, the planning and design of rural areas should focus on the local natural conditions, historical and cultural traditions, investigate and analyze the economic level and industrial development status of the area, and expand the scale of rural area planning, Include the planning of construction land, housing construction, road transportation, supporting facilities and ecological landscape construction in rural areas, create a livable living environment and prominent local features to meet the living needs of rural residents, focus on cultivating rural industry, control rural areas by districts, and further refine the delimitation of production, life and ecological space, Determine the key points and contents of construction in different areas, and put forward targeted construction requirements, so as to coordinate the integrated development of rural construction in each sub region, specify detailed construction schemes and control requirements for building roads, landscapes and gardens in the village, and guide the construction of rural areas with overall planning.

#### ***4.2. Introduction of science and technology information service mechanism***

Under the Rural Revitalization Strategy, rural planning, design and construction need to establish the goal of all-round rural area development from a diversified perspective, optimize the information chain system of rural areas, and share the information between rural areas and cities through the introduction of scientific and technological information service mechanism, so as to continuously

improve the rural information service mechanism, Improving the informatization level of rural areas plays a vital role in modern rural construction. Build and develop the information service mechanism in rural areas, broaden the vision of rural residents from the perspective of coordinated development between rural and urban areas, promote the gradual balance of rural ecological environment, realize the innovation of rural infrastructure and optimize the logistics services in rural areas, In the integration of service elements in rural areas, take the development of information chain as the backbone, and further guide the integration of regional planning, rural architecture and rural landscape with rural construction in the process of adjusting the construction of information services, so as to effectively improve the level of rural construction. The development of information network provides an important channel for the development of rural economy. Use the Internet to develop agriculture, train rural residents in Internet skills, and build rural e-commerce, so as to activate the rural agricultural economy, take the unique agricultural products in rural areas as commodities, realize commodity circulation on the Internet, combine with the service industry, and develop a diversified rural economy.

#### ***4.3. Optimize the regional development of rural industry***

In rural construction, it is necessary to deal with the relationship between rural areas and between rural areas and between rural areas and cities, create an integrated spatial layout between rural areas and scenic spots, create a park complex and realize the multi-level functions of the complex. In the park, people can have leisure and entertainment in the sightseeing Resort and meet the agricultural production and life of local rural residents, Extending the industrial chain in the agricultural product development base can not only process and develop agricultural and sideline products, but also strengthen the supply and research and development of agricultural machinery products and agricultural fertilizer products, so as to continuously improve the modern agricultural production system in rural areas. Agricultural theme parks can be built locally to display agricultural science and technology in modern rural areas, guide capital to participate in rural construction, cultivate residents to start their own businesses in the information network, and constantly provide new impetus for the economic development of rural areas. According to the different characteristics and regional characteristics of projects in different parks in rural areas, combined with the local economic level, Constantly enrich the project form of the park complex. In addition, based on the regional advantageous industrial chain, we should realize the diversified development of agriculture, forestry, fishery and small-scale industry and commerce. According to the focus of the local economy, we should pay attention to the mining of industries, adjust the business model of rural economic industries, give full play to the effect of industrial chain, and realize the maximization of industrial benefits in rural areas.

## **5. Conclusions**

This paper understands and analyzes the current situation of rural area planning and design, expounds the significance of rural area construction under the Rural Revitalization Strategy, and puts forward the measures of rural area planning, design and construction from three perspectives: strengthening the guidance of spatial planning, introducing the mechanism of scientific and technological information service, and optimizing the regional development of rural industry. At the same time, due to the limitations of time and conditions, there are still many deficiencies in this study, which need to be further discussed in the future research, such as the insufficient excavation of cultural values in rural areas, and the diversified exploration of the form of cultural inheritance, so as to promote the revitalization and interaction between cities and villages.

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