

The Construction Path of Rural Ecological Civilization Based on "Beautiful Countryside"

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ABSTRACT. *The construction of rural ecological civilization is an important task in implementing the rural revitalization strategy. It is related to the fundamental welfare of the peasants, the harmony and stability of rural society, the comprehensive construction of a moderately prosperous society in all respects and the construction of beautiful China. With the strong support of China, although the rural ecological environment has been greatly improved, the rural environmental pollution situation is still not optimistic. The phenomena of rural water pollution, drinking water safety, garbage which is approaching villages, livestock and poultry manure pollution are still prominent. Based on the author's learning and practical experience, this work first analyzed the value of rural ecological civilization construction, then summarized the practical difficulties in the construction of rural ecological civilization, and finally put forward feasible countermeasures for rural ecological civilization construction based on "beautiful villages".*

KEYWORDS: *Beautiful village; Rural ecological civilization; Realistic difficulty; Construction path*

1. Introduction

The construction of rural ecological civilization is conducive to promoting rural ecological environment and the sustainable development of economy and society. It is a powerful support for the realization of rural ecological civilization and an important part of rural ecological civilization construction. The construction of rural ecological civilization is a necessary condition for the development of rural modernization. China's rural population is relatively large, and rural areas are widely distributed; therefore, the success of rural ecological civilization construction is related to the overall ecological civilization construction in China. Agriculture is the foundation of the national economy, and the stability of agricultural production is related to the stability of the country. Rural economic development is the source of rural ecological civilization construction and the internal driving force for rural

revitalization. Through building a sound institutional system, enhancing farmers' awareness, supporting infrastructure facilities, and effectively managing enterprises, a green sustainable development of rural ecological civilization construction road can be formed. This work summarized the key issues that need to be paid attention to in the construction of beautiful rural areas. It aimed to propose reference for China to formulate top-level policy design, and also offer new ideas for local beautiful rural construction and rural revitalization.

2. The Value of Rural Ecological Civilization Construction

2.1 Ensuring the continuous promotion of rural ecological civilization

The strategy of governing the country according to law requires the establishment of a complete legal system for ecological civilization. The *Decision of the CPC Central Committee on Major Issues Pertaining to Comprehensively Promoting the Rule of Law* points out that through legislation, the behavior rules and legal system of ecological civilization construction in rural areas should be established, and the policy and legal system should be made to highlight the legal authority and promote the effective implementation of the law, so as to demonstrate legal authority and promote the effective implementation of the law. Formulating an ecological civilization legal system can control the abuse and corruption of government public power, empower farmers to protect their environmental rights and protect their environmental interests. What is more, applying the law flexibly to govern the rural ecological environment can promote the construction of rural ecological civilization.

2.2 It is conducive to coordinating urban and rural ecological development

In recent years, industrial pollution has shifted from urban to rural areas. The dual urban-rural layout model has enabled limited environmental resources to be allocated to cities and surrounding areas, and the ecological planning of rural areas is still short-sighted and fragmented. The rule of law in ecological civilization can make up for the shortcomings of legal norms, imperfections, and the failure of supervision of environmental protection work. It is conducive to improving and optimizing the dual structure of old urban and rural areas, and scientifically coordinating urban and rural land resources, water resources, agricultural resources and forestry resources. The institutional supply of urban and rural ecological protection and environmental governance is of great significance.

2.3 It is conducive to promoting rural revitalization and achieving harmonious development in rural areas

China's rural environment includes natural environment and social environment. A good natural environment is the premise and foundation for the formation of a

harmonious social environment, and is the key to the construction of rural ecological civilization. The formulation of the *Rural Revitalization Law* will help strengthen the comprehensive management of rural environmental issues and properly handle the distribution of rural and environmental resources. Ecological rule of law in rural areas helps to highlight peasants' main rights, effectively protect peasants' ecological rights and interests, and promote the stability and progress of rural society.

3. Realistic Difficulties in the Construction of Rural Ecological Civilization

3.1 There are a lot of debts, large investment and high capital pressure on infrastructures

For a long time, rural grassroots facilities, such as rural road traffic, rural centralized water supply, water reform and toilet change, rural power grids in some mountainous areas, and logistics facilities have not got effective investment for a long time, resulting in increasing historical debts and poor construction. The construction of rural grassroots facilities is mostly a public welfare undertaking, which does not produce direct economic benefits, so it is difficult to finance loans, and they basically depend on state fund subsidies or social fund raising. According to the current national financial system, the central and provincial financial funds are relatively sufficient. However, the municipal and county levels have large differences in financial conditions due to differences in regional economic development levels. The financial situation at the township (town) and village levels is very worrying, which is difficult to raise sufficient funds for infrastructure construction.

3.2 There are few characteristic industries and poor investment attraction, so it is difficult to collect social capital

Although many new industries in the new rural industries have achieved good development with the strong support of the state and local governments. For example, the characteristic industries such as the rural three-industry integration, agricultural tourism integration and rural complexes are appearing day by day. However, more than 90% of China's rural areas are mainly based on agriculture, and the characteristic industries are basically based on agriculture. After all, it is a minority that makes real features and can be taken out. As a result, many rural areas lack characteristic industries and they are difficult to attract social capital investment.

3.3 The degree of specialized processing of garbage and sewage is low, and it is difficult to operate in a market.

Dirty and messy toilets are the most direct feelings for many people in the countryside. The lack of rural people and the wide area make it difficult to handle

garbage and sewage. The biggest difficulty lies in the "small amount" of garbage and sewage, resulting in the high cost of collection and transportation, and the large market input. "Garbage exchange banks" and small rural wetlands are facing problems such as large one-time government investment, high operating costs, and worrying market sustainability.

3.4 Rural hollowness is serious, and there is a shortage of talents for beautiful and livable home construction.

Due to the lack of employment opportunities in rural areas and limited development space, a large number of rural laborers go out to work, and the problem of "hollowness" in rural areas is serious. The "38, 99, 61" troops staying in rural areas, i.e., women, the elderly, children, are difficult to shoulder the heavy responsibility of building a beautiful hometown and implementing rural revitalization. The shortage of rural grassroots cadres has seriously restricted the modernization of rural areas and the construction of beautiful countryside. The lack of rural talents has also led to the vacancy of a large number of rural resources. If land, forest land and various local resources cannot be revitalized, the pace of beautiful rural construction will be severely hampered.

4. Possible Countermeasures for Rural Ecological Civilization Construction Based on "Beautiful Villages"

4.1 Improving the institutional system and ensuring the construction of rural ecological civilization

Sound institutional system is the premise and foundation for the construction of rural ecological civilization. The final implementation of the rural strategy is rural. Therefore, all localities should formulate a system in line with local development needs based on local actual conditions to ensure the smooth progress of rural ecological civilization construction. In the new era, rural development planning should be based on ecological livability. In the process of planning and construction, the source protection system should be formulated. For behaviors that have already caused pollution and damage to the environment, a damage compensation system should be established to avoid another vicious cycle of pollution. Corruption behavior should also be formulated with appropriate evaluation and supervision systems to effectively control ecological damage behavior. In the end, a set of perfect ecological civilization construction system chain with control, development, feedback and evaluation will be formed to ensure the smooth, orderly and harmonious development of rural ecological civilization. Therefore, the rural environment will be improved, the ecological system will be stable, the economy development will be strengthened and the countryside will become more livable.

4.2 Strengthening publicity and education to raise farmers' awareness of ecological civilization

The ideological education work of the grassroots in the construction of rural ecological civilization is critical. The entire propaganda and education work are not only done by the grassroots. That requires relevant government departments to make an example and play a good exemplary role in the grassroots. In addition to the original village and town propaganda columns, wall slogans, radio, brochures and other traditional media means, the publicity channels should be updated with the comprehensive popularization of smart phones, such as WeChat, Weibo, short videos, group chat, official accounts, APP and websites. Compared with traditional media, the Internet media has characteristics of wide information coverage, rich and diverse content, diverse modes of communication and on limitation of time and space. Through different ways and methods, villagers can accept the education of rural ecological civilization education and enhance their awareness of ecological civilization, thus promoting the comprehensive and healthy development of rural spiritual civilization.

4.3 Enhancing the supporting infrastructure and promoting the construction of ecologically livable rural areas

The development of the economy depends on the infrastructure construction, while the rural infrastructure construction is single and backward, and the supporting facilities are not perfect, which leads to the slow development of the agricultural economy. Government departments should increase investment to promote rural infrastructure construction, and they should also use incentives to attract private capital to participate in rural infrastructure and accelerate the reform and innovation of rural infrastructure construction financing mechanisms. Rural infrastructure construction is the foundation of development and an important part of rural ecological civilization construction. The construction of rural ecological civilization should first focus on the people and adhere to the people-oriented principle. At the same time, it should also respect the laws of nature and avoid violating the laws of nature. Rural infrastructure construction should conform to nature, rationally plan the layout, and not destroy the village space. First, with the gradual completion of road upgrading and transformation in villages and towns, road infrastructure has been transformed, and beautification projects need to be strengthened, such as increasing the greening area around the road and planting trees and grass. Second, it is necessary to optimize water conservancy facilities and try to ensure that households have access to tap water, achieving full coverage of underwater water. Third, it is necessary to introduce enterprises with the intention of investing in rural infrastructure to invest in the construction of rural infrastructure. Fourth, it is necessary to pay attention to cultural construction, increase investment in entertainment and cultural facilities, encourage the development of folk art, and let people feel that life is happier in the actual experience, making beautiful villages more attractive and charm.

5. Summary

Rural economic development is the source of rural ecological civilization construction and the internal driving force for rural revitalization. The construction of rural ecological civilization can build a sound institutional system, enhance farmers' awareness, support infrastructure, and effectively manage enterprises, forming a green sustainable development of rural ecological civilization construction road and promoting rural revitalization.

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