

To Explore the Common Prosperity Path of Guangdong's Market Towns from the Perspective of Urban-Rural Integration Development

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Abstract: *Common prosperity is the basic principle of socialism. The CPC has always been striving for common prosperity. At present, the greatest imbalance in the relationship between urban and rural areas is the inadequate development of rural areas, which has become an important obstacle to realizing common prosperity, and to promote the integrated development of urban and rural areas is the key to crack the urban-rural imbalance. As a link connecting urban and rural areas in Guangdong, the construction of market towns must be based on the integrated development of urban and rural areas, with "special" as an important starting point, high-quality life as an important goal, and cooperatives as an important organizational form to develop the world-oriented town economy, and create a common prosperity model of urban and rural areas with Guangdong characteristics in practice.*

Keywords: *urban-rural integrated development; Common prosperity; Guangdong; The villages and towns; The path*

1. Introduction

Common prosperity is the essential requirement of socialism and an important feature of Chinese style modernization.^[1] Unswervingly following the road of common prosperity embodies the people-centered development thought and demonstrates the fulfillment of the CPC's original intention and mission. After the 19th National Congress of the Communist Party of China, the development and transformation of social contradictions in China. The biggest imbalance is the imbalance between urban and rural relations, and the biggest inadequacy is the inadequacy of rural development. The imbalance and inadequacy of regional development is an important constraint to achieve common prosperity, and the key to break the imbalance between urban and rural areas is to promote integrated development between urban and rural areas.^[2] The corresponding administrative unit of market town is township, which is located at the junction of urban and rural areas and is the best connection point for connecting new urbanization and township revitalization. Guangdong has certain experience and advantages in the construction of market towns. On the one hand, in the early days of the founding of New China, Guangdong implemented the instructions of the central government on the relationship between urban and rural areas, and formed the unique theory of "country fair town construction", which provides historical experience for the steady promotion of urban-rural integrated development in the new era. On the other hand, Guangdong's economic aggregate has been the first in China for many consecutive years, and it has sufficient market towns and cities with physical infrastructure, which is conducive to the efficient coordination of urban and rural relations. Therefore, in order to carry out the concept of common prosperity and comprehensively promote the integrated development of urban and rural areas, Guangdong proposed to build a "beautiful country town" to solve the imbalance between urban and rural development. Under this background, it is of great practical significance to explore the common prosperity path of Guangdong's market towns.

2. Correctly handling the relationship between workers, farmers and urban and rural areas is the basic requirement for achieving common prosperity

Whether we can effectively handle the relationship between workers and peasants and between urban and rural areas is a major test for the modernization of the national governance system and governance capacity, as well as a major test for the modernization of the Chinese style. In order to realize the long-term goal of the great cause of communism and the overall situation of common

prosperity, we must promote the integration of urban and rural development. Although Marx and Engels did not directly put forward the theory of urban-rural integration, we can sort out the idea of urban-rural integration from their discussion on the relationship between urban and rural areas. Marx pointed out: "The elimination of the opposition between the city and countryside is one of the first conditions of the community, this condition depends on many material conditions, and anyone can see at first sight that this condition cannot be achieved by the will alone (these conditions need to be explored in detail)."^[3]From this point of view, the integration of urban and rural areas needs a long process, but also needs enough material foundation. Engels also put forward that the same people would be engaged in industry and agriculture, and "the opposition between the city and the countryside would also disappear", which indicated the important position of the relationship between workers and peasants in the relationship between urban and rural areas from the industrial level.^[4]By putting forward the concept of community, Marx and Engels pointed out that "through the integration of urban and rural areas, the talents of all members of society can be developed in an all-round way", and "the elimination of the opposition between urban and rural areas is one of the first conditions for community". The understanding of this concept is reflected in two aspects. Firstly, through the integrated development of urban and rural areas, it can promote the leap of productivity and provide sufficient material basis to promote the realization of the ultimate goal of human freedom and all-round development. In this process, to achieve common prosperity is a stage goal of urban-rural integration development; Secondly, common prosperity is the essential requirement of socialism, and the process of improving the productive forces is also the process of practicing common prosperity. Only when the productive forces have developed to a certain extent, the material basis has been accumulated to a certain extent, and the common prosperity has achieved obvious results, can the process of integrated development between urban and rural areas be promoted continuously. Therefore, sufficient attention should be paid to the special relationship between common prosperity and urban-rural integrated development. Common prosperity is not only the basis of urban-rural integrated development, but also the phased goal of urban-rural integrated development. In short, no matter from which Angle the analysis, the integrated development of urban and rural relations -- the scientific development of urban and rural relations -- is the basic requirement to achieve common prosperity.

On the basis of building a moderately prosperous society in all respects, achieving common prosperity is an important part of the second Centenary Goal. "To achieve common prosperity, the key is to revitalize rural areas, and the difficulty is to balance urban and rural areas." Promoting integrated development between urban and rural areas is a major strategy that the Party has gradually explored and formed in the process of achieving common prosperity. The integrated development of urban and rural areas is the only way to form a new type of relationship between industry and agriculture, in which industry and agriculture promote each other, complement each other, develop in a coordinated way and achieve common prosperity. Town geared to the needs of urban and rural, are essential to the development of urban and rural integration channel, therefore, promote the development of urban and rural integration requires a vibrant town construction, speed up the county is a key link in the development of urban and rural integration in building market town into service farmers regional centers, give full play to the connected city, service function of rural small towns. Connectivity and services are the positioning of market towns in the integrated development of urban and rural areas. Strengthening the high-quality development of market towns and building full-function platforms are conducive to narrowing the gap in economic income and living standards of urban and rural residents and realizing common prosperity of urban and rural residents.

3. Market town plays an important role in the development of urban and rural integration

Urban and rural development is not balanced and coordinated, how to solve the problem, town is the key. The 14th Five-Year Plan puts rural development in an important position in the socialist modernization drive, further enhances the ability of county towns to provide comprehensive services, and builds towns and townships into regional centers serving farmers.^[5]Specific to Guangdong, namely clear market town development prospects and future walk. Guangdong Province has always emphasized the value of "beauty" of market towns. This "beauty" is not simply environmental beauty, but endowing market towns with economic, political, cultural, social and ecological connotations. In this way, market towns can play a comprehensive role as the link between urban and rural elements.

3.1. Market towns contain the potential to develop diversified industries

Industry and agriculture have long been in a mutually complementary and mutually promoting

relationship. Agriculture provides necessary raw materials for industrial production, while industry provides technical support and mechanization guarantee for agricultural production. On the one hand, the market town is close to agriculture, on the other hand, close to industry, but also contains the traditional commercial attributes. Since the reform and opening up, the economic functions of market towns have been rapidly activated in the process of the gradual establishment of the socialist market economic system, and a large number of township enterprises engaged in a variety of industries have been born, which has promoted the development of private economy and enriched the types of ownership enterprises. With the rise and rapid development of the tertiary industry, the tertiary industry in most market towns is also produced accordingly, and has even grown into a pillar industry in some areas. Compared with the single industrial model in rural areas, market towns, as the economic radiation areas of cities, undoubtedly have a diversified economic basis for industrial development. Industrial integration is the key point of urban-rural integration. While gradually narrowing the spatial distance between urban and rural areas, the industrial development gap between urban and rural areas should also be gradually narrowed. Guangdong's market towns have a good economic foundation, and there are various forms of economic organizations, including township enterprises. The diversified economic environment of towns and townships provides space for the coupling of primary, secondary and tertiary industries and the integration of the three industries. It is the dynamic factor of economic coupling and promotes the integration of urban and rural economy.

3.2. Market town is the key node of urban function extension to the countryside

As the junction between rural and urban areas, towns and villages have some functions of cities to a certain extent, and are the only way to transfer urban resources to rural areas. In the process of improving the mechanism for equalizing basic public services between urban and rural areas, we must combine the distribution and mobility of urban and rural population and rationally allocate resources such as education, medical care and public culture.^[6] Different from the widespread distribution of rural areas, market towns are the regional political, economic and cultural concentration points in rural areas, close to the city, so it is convenient to integrate various resources from the city and become regional centers serving farmers. In addition, market towns are close to the countryside and have a natural emotional connection with farmers, which can undertake the downward shift of social governance. In the process of rural governance, it is beneficial to protect villagers' right to know and right to participate, give full play to the main role of villagers participation in governance, achieve joint creation, encourage villagers to take the initiative to participate in the establishment of beautiful market towns, and improve the efficiency of rural governance.

3.3. The market town has a unique cultural charm

Many market towns have deep historical and cultural origins, and commercial and trade exchanges make them both urban and rural, local and foreign cultural flavor. The cultural deposits of market towns are based on the rural civilization, absorbing the excellent achievements of urban civilization and foreign culture. There are agricultural relics, cultural relics, ethnic villages, traditional villages, traditional buildings and irrigation engineering heritage and other carriers of rural civilization. At the same time, there are also unique sites of commercial civilization. The connection of this layout is conducive to the establishment of regional characteristic cultural resources mechanism and the development of characteristic cultural industries. Market towns should be the window for cultural display. They should promote the creative transformation and development of excellent traditional rural culture, and play a coordinating role in improving the overall protection and utilization mechanism of cultural relic protection units and traditional villages. Guangdong has a unique Lingnan culture, it is extremely valuable humanistic value, through the town will be scattered, dispersed rural civilization carrier into systematic culture resources, form the Lingnan cultural center area with aggregation effect, to realize the coordinated development, cultural industries and cultural undertakings in promoting urban and rural cultural prosperity, to meet the spirit of the broad masses of rural common prosperity.

3.4. Market towns are bridgeheads for ecological governance

Ecological livable is the key link of rural revitalization. A good ecological environment is the biggest advantage and precious wealth of rural areas. As a unique resource, the environment plays an important role in achieving high-quality development and high-quality life. In the 14th Five-Year Plan, the central government specified the environmental requirements for beautiful villages, such as adapting measures to local conditions to promote rural toilets, household garbage treatment and sewage

treatment, carrying out comprehensive improvement of river and lake systems, and improving rural living environment, and protecting the environment throughout the whole process of life and production.^[7]Most of the market towns are located in the suburb of the city or near the county, which has the natural advantage of being the back garden of the city. This advantage will also promote the market towns to play an exemplary role in the construction of beautiful countryside. To carry out the key action of building beautiful market towns, we must adhere to the concept of "giving priority to ecology, green development and rural revitalization", and drive the improvement of rural living environment while further promoting the improvement of living environment in market towns, so as to promote the transformation of production and life style and build beautiful villages.

Taking market towns as the starting point, we will break the unbalanced and uncoordinated relationship between urban and rural areas on the road to common prosperity, improve the function of small towns to connect urban and rural areas, explore and innovate the distinctive and differentiated development model of beautiful villages, and build market towns into typical projects of urban-rural integration, which will play an exemplary role in promoting the new type of urbanization and rural revitalization.

4. To explore the common path of prosperity of Guangdong's market towns

Regardless of the historical factors or the current trend, Guangdong's market towns have unique characteristics. Therefore, it is necessary to find the competitiveness of the market towns, develop characteristic industries by relying on superior resources, adopt scientific and reasonable methods, and strive to convert Guangdong's local resource advantages into market advantages, and finally benefit the vast urban and rural people. As the collection of the vast countryside, the market town is the center of the rural area. Only by finding a good position between undertaking and radiation can we explore the path of common prosperity.

4.1. Take "special" as an important starting point

Market towns should still explore their own unique value and pay attention to highlighting "special" advantages, which is the basic idea to realize regional exploration of the road to common prosperity. Of housing and urban-rural development have jointly issued a notice, such as emphasizing the reality from the local economic and social development, the development of characteristic industry, to cultivate characteristic, dynamic set of tourism, trade, manufacturing, technology, education, etc. So as to lead the construction of small towns, continuously improve the quality of development around.^[8]Guangdong responded quickly to the announcement by building provincial characteristic towns as a new economic growth point for the provinces cities and rural areas. Subsequently, the 14th Five-Year Plan requires promoting the urbanization construction with the county seat as an important carrier. Each region develops small towns according to its own location conditions, resource endowment and development basis, according to the principle of adapting to local conditions, and builds characteristic towns with sustainable and healthy development. This means that the characteristic town will be an important carrier of the integration of urban and rural elements and play an important role in the integration of urban and rural development. Due to the differences in regional location and resource endowment, market towns have their own particularity and exist in different types. No matter from the distribution of production areas or regional layout, market towns are the right choice to build characteristic towns.

While satisfying the traditional comprehensive functions, it has become a trend to develop some special functions, and a number of characteristic market towns have been born, that is, to develop characteristic industries, integrate characteristic culture, and build an innovation and entrepreneurship base that gathers characteristic industries and culture.

First of all, the industrial choice is determined from the specific environment. Market towns located near mega-cities are easily driven by the core urban areas, which provides two development ideas for the construction of market towns. On the one hand, it undertakes the industrial transfer of the core urban area, and promotes the transformation and improvement of the old equipment and factories. On the other hand is a mining town resources development of the third industry, such as relying on the ecological environment of tourist town, built with the core city, different styles of landscape development, achieve heterogeneous experience by their characteristics and attract urban population tourism consumption, such as characteristic ecological, in turn, radiation village into a chain, forming the sustainable development of the industry. For example, the tourism town relying on the ecological environment can create a landscape with different styles from the core urban area, realize

heterogeneous development, attract urban peoples sightseeing consumption with characteristic experience and ecology, and then radiate the countryside into this chain to form a sustainable industry. For general market town away from large cities, with large city industry weak intensity, and their own economic independence, and mainly is the development to the surrounding city features of products and services to the market, its market positioning and supply products should according to oneself and the surrounding situation, create characteristic products, thereby giving impetus to the whole process of country to join the chain.^[9]

Secondly, create a distinctive cultural exchange platform. Both urban and rural people have spiritual life needs. Market towns are at the intersection of urban culture and rural culture and should play a pivotal role in communication and interaction, which is also the requirement of common spiritual prosperity. For example, take advantage of the opportunity of Party history education to strengthen the exploration of local red genes and build grass-roots red culture-themed education bases in market towns. Under the guidance of market towns, we will integrate rural cultural resources and build a mechanism for long-term protection and inheritance of Lingnan cultural resources.

In short, the characteristic market town should adhere to a village product, a market town a kind of industry. In turn, the chain extension, fully tap the Lingnan cultural charm, plenty of economic strength, in the construction of a batch of industry characteristic, the city cultural fusion, appropriate industry livable appropriate features of the town at the same time, face the city market, promote two-way interactive market town and the countryside, accelerate the realization of the process of urban and rural integration development finally.

4.2. The important goal of living a high quality life

The people have long for a better life, and pursuing common prosperity is the right way to turn those aspirations into reality. Building a high-quality life is the objective requirement of the people for a better life. High-quality life refers to a kind of living condition in which people's needs for economy, politics, culture, society, ecological environment and other aspects are guaranteed and satisfied at a high level. It can be known that high-quality life is a high standard requirement for all fields.^[10]

Whether from the perspective of existing supply or potential demand, the construction of high-quality life urgently needs the supply-side reform of market towns. On the one hand, the market town should enhance the capacity of the supply level. The rapid development of urbanization has caused the rapid expansion of land use and population, which has broken the original balance state of the city. Many cities, especially big cities, have a lot of governance problems. Some cities begin to explore the transition from monocentric mode to multicentric mode, and release the original functions of urban areas to the suburbs, which has formed the phenomenon of urban function "spillover". The subsidence of the urban functional area allows the market town to take over part of it, expanding its original functions. At the same time, the rapid development of economy and society has raised farmers' expectations for a better life and public services, which also requires market towns to continuously expand their functions, so as to promote the industrial enrichment and development, so as to meet farmers multi-level needs for consumption, leisure, culture and public services. On the other hand, the market town should improve the construction of consumption level. As of 2021, Guangdong has a total of 1,156 township units, and the current farmers' consumption is mainly concentrated in the scope of the town, that is to say, the town is the country is the most extensive big market, after the completion of basic security, farmers will release huge consumption potential, thus becoming a driver of economic growth. With the great improvement of farmers lives and the continuous growth of per capita income, their needs are no longer single, but manifold. Therefore, while improving their own functions, market towns should expand industrial types, improve political participation, enrich cultural services, innovate grassroots governance, and restore ecological environment to meet the multi-level material and spiritual needs of farmers. In addition, cities also have a new demand for rural areas (extending from raw materials to leisure tourism and other fields), and this demand for a high quality of life leads to the emergence of new economic growth points in rural areas.

In short, the market town is to constantly improve its own functions, move towards high-quality performance, optimize the supply to the rural people, so that people can actually feel more sense of gain and happiness.

4.3. Take cooperative society as the important organization form

The cooperative is a form of cooperative organization in which the working people join together

voluntarily to carry out cooperative production and operation and realize joint construction and sharing. Entering the new era, it is the general trend to cultivate new types of cooperatives and other business entities and moderately increase the scale of agricultural operations. With the process of industrialization, informationization, urbanization and agricultural modernization constantly accelerating, on the one hand, the rural labor force transfers in large numbers, from the countryside to the city, from agriculture to industry, service industry, etc. On the other hand, the level of agricultural technology and equipment and the quality of crops have been continuously improved, and the transfer of rural households' contracted land management rights has been significantly accelerated. Therefore, in agriculture, it has become necessary to develop a variety of forms of moderate scale management, and cooperatives are the key to cultivate the economic subject. In order to develop new vitality, market TOWNS should also conform to this trend, and take the cultivation and formation of new cooperatives and other new business entities as important factors to stimulate the vitality of towns and villages, so that market towns can play a more important role in organizing rural farmers on the road to common prosperity.

First of all, rural areas should cultivate financial cooperation. To further extend the rural credit institutions to the rural areas, it is necessary to strengthen the construction of rural credit cooperatives at the town level, guide the flow of funds to the rural areas, not only "blood transfusion" for the development of rural industries, but also "hematopoietic" for their sustainable growth. In recent years, Guangdong has made active explorations in this respect, actively promoted the transformation of rural credit system into insurance, unswervingly adhered to the basic positioning of supporting agriculture and supporting small enterprises, and gave full play to the role and advantages of the main force of rural finance. Market towns directly face the vast rural areas and serve the vast number of farmers, which is an indispensable link in the rural financial system. Therefore, market towns need to undertake more allocation of financial resources, so as to provide more precise financial support for the rural revitalization and key areas and weak links of "agriculture, rural areas and farmers".^[11]

Secondly, industry is the source of vitality for urban and rural development. The market town should be responsible for the overall planning of rural cooperative undertakings, especially in the strategic planning of industrial selection, fund-raising, technical training services, operation management, market sales and so on, so as to resolve the blind spots of farmers cooperatives. The market town is the leader of the industry in "one village product, one market town and one industry". It is necessary to guide the establishment of farmers' professional cooperatives and federations, and use professional guidance to support farmers cooperatives to carry out the docking of agricultural cooperatives. The village level cooperatives are responsible for organizing and encouraging the masses to develop real industries. In addition, market town cooperatives need to assume the role of a base for communication between urban and rural elements, undertake and develop new industries, and then promote farmers to participate in the operation of the whole industrial chain of new agriculture, tourism and tourism in the form of collective economy, share the dividends of industrial chain extension, accelerate the circulation of elements and personnel exchange between cities and villages, and promote the integrated development of rural primary, secondary and tertiary industries.

In short, the greatest advantage of cooperatives is that they organize the masses together. They can not only accept external financial and technical assistance as quickly as possible, but also integrate into the market economy in a targeted way, so as to encourage all people to build and share in production and labor, and ultimately achieve common prosperity.

4.4. Developing world-oriented town economy

In today's world, economic globalization is still the mainstream. Opening-up is the characteristic of Guangdong's economy, and common prosperity is also inclusive and open development. Guangdong's market towns should be built with an inclusive and open attitude, focusing not only on connecting urban and rural areas, but also on communicating internally and externally. The world today is undergoing profound changes unseen in a century. Both the internal and external environments for China's development have undergone profound changes. Especially under the impact of the COVID-19 pandemic, China faces both opportunities and challenges. It is imperative to promote the formation of a new development pattern with the domestic cycle as the main body and the international and domestic double cycles mutually reinforcing.^[12] Guangdong is a major economic province in China, the frontier area of reform and opening up, and the intersection of domestic and international double cycles. Guangdong has rich experience in utilizing "two markets" and "two resources".

Town economy is an important part of regional economy and the foundation of county economy.

Based on the global vision, county is the engine of economy, and the state of town economy directly affects county. Compared with other regions, guangdong (especially the pearl river delta region) have a high degree of export-oriented economy, on the one hand, since Chinas reform and opening up, many towns carry on international industry transfer, engaged in the generation of processing service, the birth of a batch of professional town, but part of the town still exists the phenomenon of "both town and country", it is difficult to undertake a new round of international industry transfer. On the other hand, the domestic and international background of dual cycle, especially under the epidemic factors of blessing, facing the complex economic situation, to promote the urban and rural infrastructure interconnectivity, pratt & whitney sharing public services and resources equal exchange, production factors fully butt appears especially important, town link role more highlights, combined with expanding domestic demand to promote export-oriented economic development, It is of great significance to Guangdong.

China's rural areas have great consumption potential, this consumption demand is not only limited to domestic, but also involved in the world, at the same time, professional towns and some rural products have a certain international consumption market, these characteristics are especially obvious in Guangdong, which is in the forefront of coastal opening. Therefore, as the external connection point of rural areas, market towns are also an important bridge to communicate with the outside world. They should support towns and townships with conditions to connect with ports and airports, realize the interconnection of people and goods, and expand the degree of international integration from the aspect of transportation. The huge market formed by Guangdong's rural areas is attractive to international capital. Market towns can be used as a window to attract external resources. Through a step-by-step approach, combined with the development of local resource endowments, and the use of favorable policies, funds and talents, foreign and overseas Chinese capital can be introduced. From the geographical point of view, the construction of market towns in Guangdong should grasp the important opportunities driven by the Guangdong-Hong Kong-Macao Greater Bay Area and Shenzhens construction as a pilot demonstration area of socialism with Chinese characteristics, and rely on its geographical advantages to serve the large urban agglomeration with international factors. Look from the industry, market town should catch the opportunity of world-class advanced manufacturing industry cluster large bay area construction, promote the traditional industry upgrade, actively into the world-class manufacturing cluster, share dividend large bay area industry, the introduction of foreign investment to match the positive open international markets, by the domestic economy gradually turning inward and export-oriented economy, in order to keep up with the trend of the economic globalization, We will develop a town economy oriented towards the world.^[13]

5. Conclusion

The integrated development of urban and rural areas is beneficial for citizens and farmers to participate in the process of reform and development on an equal basis and share the fruits of reform and development. To realize common prosperity is a long and arduous process, market town must identify positioning, play a good communication connection between urban and rural areas, adhere to the leadership of the party, because the town condition, handle the relationship between the commonness and characteristics, to city level governance town, gradually strengthen the service function of rural development, to undertake urban spillover, meet the grass-roots consumer demand, to the masses get feeling and happiness as the guidance, Based on the principle of collectivism, it explores the road of common prosperity between urban and rural areas with Guangdong characteristics.

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