

Research on the Path of Rural Human Settlement Environment Governance from the Perspective of Rural Revitalization

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Abstract: *Comprehensively promoting rural revitalization and emphasizing "building a livable, workable and beautiful countryside" reflects the vision and expectation of hundreds of millions of farmers to build a beautiful home and live a better life. Improving the living environment in rural areas is related to the well-being of the people, an important starting point for promoting rural revitalization, and also an important project for people's livelihood. It is of great significance to explore the role of human settlements environment governance in promoting rural revitalization strategy, analyze the existing problems in current human settlement environment governance, and put forward the ideas of human settlement environment governance that are better integrated into the rural revitalization strategy, and actively explore new models of rural human settlement environment, which is of great significance to better implement the rural revitalization strategy in the new era and new journey.*

Keywords: *rural revitalization; rural human settlements; Environmental governance*

1. Introduction

"If the nation wants to rejuvenate, the countryside must be revitalized," and the revitalization of the countryside provides an important driving force for the realization of the great rejuvenation of the nation. Since the report of the 19th National Congress of the Communist Party of China proposed the implementation of the rural revitalization strategy, "[1]Promoting the modernization of rural areas, building beautiful countryside and thus promoting the construction of a beautiful China have become the unanimous pursuit of the people of the whole country." The report of the 20th National Congress of the Communist Party of China pointed out that "the most arduous and arduous task in building a modern socialist country in an all-round way still lies in the rural areas. "[2]Promoting the governance of rural human settlements is an important part of rural revitalization. Rural living environment refers to the natural, social and living environment of rural areas, and contains the living, production and public environment of rural residents. In the new era, people's desire for a better life is stronger, but the chaotic rural living environment not only restricts the development of rural economy and society, but also affects the production and quality of life of farmers, which fully proves the importance and urgency of improving the rural living environment.

2. The value of human settlements environment governance

A good rural living environment can empower the good development trend of the "three rural areas" work, thereby promoting the construction of beautiful villages, allowing farmers to have more sense of gain and happiness in their lives, and finally solidifying the revitalization and development of rural areas.

2.1 Promote the development of the "three rural areas" work

"We must adhere to the priority development of agriculture and rural areas, implement the strategy of rural revitalization, and earnestly grasp the work of 'three rural areas'." First of all, the improvement of rural living environment is conducive to leading the development of green agriculture. Green agriculture is the direction of modern agriculture, which is committed to realizing the production, processing and marketing of agricultural products in an eco-friendly way. However, this model needs an excellent environmental foundation, and the improvement of the rural living environment can lead the development of green agriculture, build a good ecological and environmentally friendly agricultural

industry chain, and support the vigorous development of green agriculture. Secondly, the governance of rural living environment is not only a simple cleaning of garbage and the construction of sanitary toilets, by improving the overall quality of the rural environment and the living standards of residents, many young talents can be attracted to return to build their hometowns, give rural development a living main force, and accelerate the pace of rural construction. Finally, through the management of rural living environment, the basic conditions of farmers' production and life can be improved, such as updating sewage treatment equipment, helping to solve health problems caused by environmental pollution, and improving the health level of farmers.

2.2 Build beautiful countryside

As urbanization continues to accelerate, people's expectations for rural areas are also increasing. As the "back garden" of the city, rural areas should have a better natural environment and humanistic atmosphere. First of all, create a good rural environment through the governance of rural human settlements, and create conditions for rural ecotourism. With the transformation of the main contradictions in society in the new era, more and more people are pursuing tourism methods close to nature. Improving the rural living environment can create conditions for the development of eco-tourism, such as improving tourism facilities and supporting services such as farmhouses, creating characteristic tourism products around natural landscapes, cultural heritage and other resources, meeting the needs of tourists who want to have fun and eat health, promote the development of rural tourism, and open up new ideas for innovative development of rural areas. Secondly, in the process of improving the rural living environment, by excavating and protecting rural characteristic cultures, such as folk art and historical relics, it will not only help protect traditional culture and national art, but also attract more urban people to go to rural areas to experience the charm of these cultures and further promote cultural inheritance. Finally, the governance of rural human settlements can promote local social governance, such as establishing and improving environmental protection laws and regulations, supervising law enforcement, which all lay the foundation for achieving harmony and stability in rural society.

2.3 Improve farmers' sense of well-being

The governance of rural human settlements involves not only the natural environment, but also living conditions. First, the living conditions of farmers can be improved through governance. Due to historical reasons and many factors such as economic level, the living conditions of many farmers are extremely simple, and there are various hidden dangers and safety problems. Through the improvement of the rural living environment, this status quo can be changed, and new houses can be built that are safer and more comfortable, or old houses can be reinforced and transformed, greatly improving the quality and comfort of the living environment. Second, community construction can be promoted through the governance of rural human settlements. In the process of improving the rural living environment, community construction will also be involved. For example, measures such as unified planning of villages, providing more and more complete public facilities, carrying out cultural activities and strengthening community governance are conducive to enhancing farmers' sense of community belonging and collective identity, laying the foundation for farmers' production and life, improving their social life and emotional experience, and "allowing farmers to have more sense of gain, happiness and security in rural revitalization."

3. The dilemma in the governance of human settlements

Since the beginning of the governance of rural living environment in our country, the living environment and level of farmers have been enhanced and improved to a certain extent. However, in the current process of rural human settlements governance, some problems that need to be solved urgently will still be encountered.

3.1 Lack of infrastructure

In the governance of rural human settlements, the advanced infrastructure is an important basic condition. However, due to the previous gap between urban and rural development, the current rural areas are still at a low level of infrastructure, which has brought great inconvenience to the production and life of local residents. In more remote rural areas, due to poor infrastructure, local residents still rely on water companies for drinking water transportation, in this case, due to aging pipes and other reasons,

some local residents have long faced the danger of drinking water safety. At the same time, the harmless reform of toilets is still imminent, sewage treatment equipment is not perfect and the cost is too high, fitness equipment is not repaired for a long time, classified garbage bins are not installed, and some rural water irrigation facilities are not perfect, so that some farmers can not carry out effective field management, and the lack of modern machinery and equipment also restricts the improvement of agricultural production efficiency, these lack of infrastructure will become an insurmountable constraint for the improvement of rural living environment.

3.2 Inadequate publicity measures

The ineffective publicity measures for rural human settlements governance are a common problem in China's rural governance work. First of all, there is a situation that the propaganda content is too single and not targeted enough. For example, when carrying out governance work in a township, due to the lack of in-depth understanding of the characteristics of local residents' culture and lifestyle, the publicity content is relatively general, and it is difficult to attract the resonance and attention of residents. At the same time, because the quality of individual publicity entities is not high enough, or because the information source channels are relatively narrow, the actual situation of the governance process cannot be clarified, resulting in the credibility of the propaganda content is not high and the specific practicality is not strong. Secondly, some problems will arise in the form and method of propaganda. For example, when carrying out garbage sorting work in a village, only a few posters were posted in front of the village committee, and they did not take the initiative to publicize it in each household, resulting in many residents not really understanding the importance and operation of garbage sorting. In addition, in terms of communication channels, the lack of effective communication platforms such as social media, public places and even stations may lead to limited scope of information dissemination.

3.3 Singleness of governance subjects

The single subject of rural human settlements environment governance leads to problems such as low efficiency and high cost of governance work, which seriously restricts the progress and development of rural human settlements environment governance.^[3]In the process of improving the rural living environment across the country, the governance models and systems in most places are organized and implemented by the local government from top to bottom, and other social subjects cannot effectively participate in them, thus forming a situation in which the governance subject is single. First of all, under the leadership of the government, relevant enterprises and institutions lack active participation, which in the long run will lead to the lack of professionalism and maturity of the governance team, which cannot effectively support the entire governance and protection work. Second, in the development of specific work, there is a lack of conscious cooperation and action of residents, resulting in insufficient implementation and unsatisfactory results. Finally, there is also a lack of extensive social participation and feedback in the formulation and adjustment of governance plans, resulting in the phenomenon that the plan is inconsistent with the actual situation and the efficiency of environmental governance is not high.

3.4 The governance mechanism is not complete

In the governance of rural human settlements, the government will successively issue program documents with guiding opinions on the work, but due to the particularity of each place, these documents can not be directly applied, and need to be improved and implemented in combination with local conditions. However, in the process of implementing these guiding documents, the first problem faced is the lack of effective incentives and punishment measures. In addition to monitoring the progress and effectiveness of the work, our assessment mechanism focuses on the implementation of incentive and disciplinary measures, so as to guide, promote and motivate personnel and organizations to achieve the assessment goals. However, in governance practice, we find that there is a lack of targeted punishments or incentives and mechanisms for institutions or individuals involved in governance work. At the same time, the unclear responsibilities of each supervisory entity lead to frequent incidents of mutual blame and lack of communication between them, which will undoubtedly affect the enthusiasm of institutions and individuals to participate in the governance of the human settlements environment in the long run, and it is difficult to achieve the expected goals of environmental governance.

4. The path selection to promote the governance of human settlements

Rural human settlements environment governance is a long-term and complex system project, starting from optimizing infrastructure, increasing publicity, improving supervision and assessment mechanisms, etc., giving full play to the role of multi-subject collaborative governance, promoting the quality and upgrading of rural human settlement environment governance, so as to empower the comprehensive revitalization of rural areas.

4.1 Optimize infrastructure

The perfection of infrastructure is closely related to the effectiveness of rural human settlement environment governance. In the process of governance, the optimization of rural infrastructure needs to take different measures according to different regions and actual conditions, adhere to local conditions, highlight regional characteristics, improve the efficiency and effectiveness of governance work, and ensure the quality of life of villagers. First, apply public resources. Through the overall use of public resources, such as solar energy, wind power, hydropower and other new energy to meet the needs of logistics, water and electricity in rural areas, so as to reduce the cost of rural infrastructure construction. Second, organize and carry out engineering construction. In view of road transportation, water and electricity supply, education and medical care, etc., we will organize and carry out infrastructure construction in a planned manner, give priority to solving the problems most needed by the local people, actively implement modern technology and management methods, and improve the quality and efficiency of facilities. Rural infrastructure construction is an indispensable part of rural development, and only by effectively improving the situation of rural infrastructure can we promote sustainable rural development.

4.2 Increase publicity

The governance of rural human settlements environment is a long-term work, and it is necessary to enhance villagers' awareness of environmental protection with long-term and powerful publicity. First of all, it is necessary to carry out publicity through various channels, and make full use of television, the Internet, newspapers and periodicals and other media to publicize and raise the awareness of environmental protection among villagers. Secondly, each village should combine the actual situation of each village, establish and improve the relevant institutional system for rural living environment governance, improve village rules and regulations, post, broadcast or distribute them to individual villagers, and fully play their role to guide and regulate their behavior. In terms of publicity content, we should pay attention to pertinence and practicality, and choose publicity content that can truly solve local problems based on the actual life of residents; Diversification and flexibility are required in the form and method of publicity, which not only involves a wide range of various media, but also selects appropriate publicity methods according to different social and cultural backgrounds and public acceptance; In terms of publicity subjects and participation methods, it is necessary to pay attention to innovation and depth, and guide residents to master correct environmental protection knowledge and establish environmental awareness through daily tours, household visits, stalls and other activities, so as to truly implement environmental protection actions and achieve the goal of governance.

4.3 Multi-subject collaborative governance

"To realize the multi-subject collaborative governance of rural human settlements governance, it is necessary for the government, enterprises and social organizations, as well as villagers, to form a joint force and participate in the governance." First, on the one hand, the government should establish corresponding systems and accountability mechanisms to ensure the transparency and fairness of the governance process. Before formulating the corresponding policy, they should conduct solid field research to ensure that the policy is in line with the actual local situation, and that it can be implemented locally after promulgation and can promote the improvement of rural human settlements governance capacity; On the other hand, cooperation mechanisms should be established under the guidance of the government. The government should actively guide all walks of life to actively participate in rural environmental governance, and establish a multi-subject cooperation mechanism led by the government, market-oriented and widely participated by the masses. Government departments should strengthen ties with civil society organizations and enterprises through various means to ensure that they share information, complement each other's strengths, and ultimately form a complete and efficient governance network. Second, local enterprises and social organizations should consciously participate in the

governance of rural human settlements. We should clearly understand that enterprises and social organizations have abundant funds, advanced technology and extensive social influence, which can become an important supplementary force for the governance of rural human settlements. Finally, we should fully leverage the positive role of villagers, guide them to establish an environmental awareness that they are both participants in environmental governance and beneficiaries, and consciously participate in the governance of the living environment. In order to realize the multi-subject collaborative governance of rural human settlements environment governance, it is necessary to give full play to the advantages and roles of each subject and jointly promote the development of environmental governance. Only in this way can we achieve the goal of rural environment and let the people live happily in the beautiful countryside.

4.4 Complete assessment and supervision mechanisms

Improve assessment and supervision mechanisms to provide institutional guarantees for the governance of rural human settlements. Perfect institutional guarantee is an important foundation for promoting the governance of rural human settlements, and it is also the key to solving the problem of "three rural areas", so it is necessary to accelerate the establishment and improvement of the assessment and supervision mechanism for human settlements environment governance. "Governance" is the means, and "long-term management" is fundamental. In recent years, all parts of the country have actively explored new models for the governance of rural human settlements and achieved certain results. However, while seeing the gratifying changes, we must also be fully aware that due to the imperfection of the mechanism, many villages have seen a rebound after "three-year action and two-year consolidation", "Improving the rural living environment is a long-term and systematic project, and long-term management and protection is the key." In order to achieve the normalization and long-term effectiveness of rural human settlement environment improvement, it is necessary to implement the concept of "three points of construction, seven points of management". Firstly, various regions should incorporate governance effectiveness into their assessment mechanisms for grassroots governments to prevent face saving projects that focus solely on the present and ignore the future; Second, environmental protection volunteer teams and supervisory committees can be established to supervise environmental protection management with the participation of the masses, and reflect to the higher-level government to promote the solid development of environmental governance. In order to better play the role of the assessment and supervision mechanism, it is necessary to establish corresponding punishments and incentives. Enterprises and individuals that cause damage to environmental pollution shall be investigated for responsibility and punished accordingly according to the seriousness of the circumstances; At the same time, the government can also encourage enterprises and social organizations that actively participate in environmental protection actions through incentive mechanisms, so as to promote the continuous development of environmental governance.

5. Conclusion

A good ecological environment is the most inclusive people's livelihood. Doing a good job in the governance of rural human settlements environment is an important embodiment of the ecological revitalization of the rural revitalization strategy. Improving the governance model of rural human settlements environment is an inevitable requirement for implementing the new development concept and promoting high-quality economic and social development, and is the proper meaning of comprehensively building a modern socialist country and realizing the comprehensive revitalization of rural areas. In the new era and new journey, it is necessary to really work hard and make contributions for a long time, further promote the governance of rural human settlements, better integrate it into the overall situation of rural revitalization strategy, and inject new impetus into the comprehensive revitalization of rural areas.

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