

Recovery of Urban and Rural Economy and Vitality under the Background of Post-covid Situation

-- Taking Chuanying District of Jilin City as an Example

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Abstract: Since the Covid-19, the recovery of economic vitality has long been the focus of governments at all levels. As an important module of economic revitalization, promoting the growth of its economic system has been a long-term policy of the country. To this end, the country has been putting forward the economic policy of common development of urban and rural areas since the 19th National Congress. Based on the vigorous implementation and continuous deepening of the current policy, this paper, based on the various problems and opportunities faced in the current urban and rural economic development, combined with the accumulation of personal daily work in the Chuanying District of Jilin City, analyzes the reasons in depth, actively improves the plan, and tries to explore effective measures to promote the development of China's agricultural economy, which has a very positive role in promoting the improvement of the quality of national life and promoting the efficient construction of urban and rural economies.

Keywords: post-covid situation, urban and rural economy, economic recovery, Chuanying District, Jilin City

1. Introduction

After building a moderately prosperous society in all respects, China has eliminated absolute poverty and regional poverty as a whole, and China's urban-rural relations have reached a new historical starting point. Both the Fifth Plenary Session of the 19th CPC Central Committee and the No. 1 central document of the Central Committee in 2021 emphasized that we should comprehensively promote the integrated development of urban and rural areas and accelerate the establishment of a new type of industrial and rural urban-rural relationship. Based on the new stage of development, to comprehensively promote rural revitalization and focus on building a new type of urban-rural relationship, we need to organically combine the Marxist theory of urban-rural relationship with the practice of rural revitalization in China, promote agricultural and rural modernization and people-centered new urbanization, formulate and implement more powerful urban-rural integration development policies, and promote the two-way and rational flow of rural resources and urban resources to achieve high-quality integrated development of urban and rural areas.

Based on the current background of urban and rural economic recovery in the post-epidemic era, this paper deeply discusses the opportunities faced by the current rural economic development and the measures to effectively promote the implementation of policies, with a view to making contributions to promoting rural economic development and improving rural living standards.

2. Case description

2.1. Development Basis

As an important part of Northeast China, Chuanying District of Jilin City has unique geographical conditions, good township economic foundation and reliable early practical experience [1]. The practice of urban-rural integration in Jilin City should not only be able to narrow the gap between urban and rural areas in Jilin City and improve people's living standards, but also be able to create a high-quality road for rural revitalization and development and set a model for urban-rural integration.

2.2. Development Opportunities

From the perspective of policy orientation, the Jilin Municipal Government proposed to vigorously promote rural revitalization and new urbanization, which has a clear guiding significance [2]. From the perspective of development orientation, Chuanying District is shouldering the heavy responsibility of breaking the barriers between urban and rural areas and is actively planning major projects and projects that are conducive to the coordinated promotion of new urbanization and rural revitalization, providing support for Yunnan to build a new pattern of urban-rural development integration.

2.3. Exploration of New Development

The existence of rural areas is not independent. It is not only the material source of urban development, but also the stable foundation of social development. The essence of rural revitalization is to shorten the distance between urban and rural areas and improve the level of rural economy [3]. The essence of rural revitalization is to close to the city and stabilize its own economic development with the help of the city. In recent years, the rise of rural tourism methods, such as rural vacation and folk tourism, which are popular among urban residents, has made rural relying on ecological environment become a popular way for urban residents to relax and vacation, and also an effective way to revitalize rural areas. Not only that, but the vast rural land also provides development sites and skilled workers for the industrial industry, and is a broad platform for the effective operation of urban capital. Rural revitalization is not a task that can be completed by the village itself but can be achieved through the road of urban-rural integration. Therefore, urban-rural integration is the key to rural revitalization.

3. Urban and Rural Economic Development Dilemma in Chuanying District, Jilin City

3.1. Misunderstanding of Economic Integration

After the founding of the People's Republic of China, Jilin benefited from the national strategic needs and gradually developed into a typical industrialized city, with a number of powerful state-owned enterprises such as the First Sugar Factory of the People's Republic of China, Jilin Chemical Company, Jilin Paper Factory, Jilin Ferroalloy Factory, Jilin Cement Factory, etc. However, in the process of rapid industrialization, the rural areas of Jilin, which are based on agriculture, tend to be in a weak position, both economic and social development are distanced from cities, and agricultural industry and industrial industry are completely different.

In the traditional concept, urban-rural integration is more inclined to the urbanization trend in the way of life, which is reflected in the common practice in the construction of small towns, namely, centralized housing and unified community management, while the integration degree in the economic industry is relatively low. Obviously, the core connotation of this integration and urban-rural integration is far from each other. Rural areas are not independent space, nor should they be simply positioned as agricultural space opposite to industrial cities. Urban-rural integration is fundamentally based on changing ideas, optimizing agricultural industry, combining it with industrial industry, creating a new industrial system that combines ecology, agriculture and industry, improving industrial ecological chain, broadening employment channels, and introducing talent drainage mechanism. The real urban-rural integration is to attract and return the talent flow and capital flow, make the rural economic model converge with the urban economic model, and give young people the same or even better development space as the city [4].

3.2. Talent Drain Dilemma

The problem of brain drain is not unique to the Chuanying District of Jilin City, but an important problem faced by Jilin Province and even the three northeastern provinces [5]. This is even more difficult for the boat camp area in Jilin City. It is still difficult to retain people in the city, and even more difficult for the countryside. Urban-rural integration requires a large number of agricultural skilled talents, management and other talents, which is a comprehensive and time-consuming project. At present, the talent flow is the one-way flow from rural to urban areas, coupled with a large outflow of urban talents in Jilin City, which directly leads to talent shortage. In the past ten years, there have been many research achievements and measures related to the control of brain drain, but unfortunately, the brain drain is getting worse. At present, the shortage of talents has restricted the city's economic development. If it is not controlled and adjusted, it will become the biggest constraint in the process of urban-rural integration.

3.3. Lack of Network Technology

The implementation of rural revitalization requires that the development of the rural economy should rely on scientific and technological equipment and information technology, carry out technical upgrading and information collation of the rural industrial structure, and use information circulation to expand the economic market of agricultural products and enhance the market attention of agricultural products [6]. However, in the current basic rural construction in China, because the network information technology facilities have not completely covered all areas of rural construction, the basic network operation facilities are not complete, and even some areas do not have the basic network cable, let alone the network information exchange, which to some extent limits the market openness of the agricultural industry, making the sales scope of agricultural products relatively narrow. At the same time, due to this kind of network blocking, the planting technology in rural agricultural industry is relatively conservative, which is difficult to be optimized and updated, and cannot achieve the improvement of production efficiency and quality. In addition, due to the lack of exchange of information with the outside world, the rural areas cannot timely understand the demand for crops in the market when carrying out crop production, resulting in the phenomenon of over-planting, resulting in oversupply, large waste of crops, and huge economic losses to farmers.

4. Suggestion

4.1. Timely Adjust Industrial Structure

Jilin Chuanying District should strengthen the optimization of the industrial structure and make adjustments in time according to the actual situation of development, which is an important means to promote the development of agricultural industry and achieve high efficiency of agricultural economy [7]. Therefore, in the reform of the agricultural industry, it is necessary to abandon the relatively backward areas in the previous models in time, actively pay attention to resource integration and market research, actively adjust the industrial transformation to economic agricultural production with high efficiency and high development based on the guidance and guidance of policies, and continue to develop and construct the industrial structure model with its own characteristics by combining the regional characteristics, so as to promote the continuous optimization of its own industrial structure, Achieve high-quality development of agricultural production. In the process of adjusting the agricultural industrial structure, the relevant administrative departments should also actively play the role of overall control and individual regulation, combine the local regional characteristics and the local conditions and customs between different regions, realize the formation of regional chains of characteristic industries, and broaden the overall diversified management channels. In addition, when guiding and promoting the rural agricultural industry, we should also actively pay attention to the cultivation of typical model enterprises, set an example of action for the reform of the agricultural industry, and then promote the correct adjustment of the industrial structure of other villages, promote the overall industrial structure reform, and achieve the overall economic upgrading.

4.2. Improve Talent Drainage

The talent problem is the first fundamental problem to be solved in the development of the ship camp in Jilin City. Through policy guidance, enterprise cooperation and other multi-pronged ways to retain talents and attract talents to realize two-way flow between urban and rural areas [8]. Jilin has eight colleges and universities at or above the junior college level, covering many professional categories such as electricity, chemical engineering, agriculture, electronic information, medicine, etc. According to the official website of the University of North China, Jilin University's five job fairs in the spring of 2021 attracted more than 9200 graduates both inside and outside the university. It can be seen that Jilin City is not short of talents but lacks the mechanism to retain talents. Through policy means, provide young people with space to stay and grow, attract talents to participate in rural construction, cultivate "new farmers", and inject fresh blood into the countryside [9]. In terms of talent treatment and living conditions, we should give equal treatment to urban and rural areas, speed up rural infrastructure and public service facilities, make urban and rural life more comfortable, and break down barriers to urban and rural life. Both urban and rural people who enter the city and rural areas do not feel the transfer of living space, so as to build up psychological consistency between urban and rural areas.

4.3. Strengthen Information Construction

The realization of rural informatization construction has a very positive significance in promoting rural revitalization and agricultural industrial reform. This requires relevant producers and management departments to actively make practical measures to promote the popularization of rural informatization [10]. On the one hand, the government and relevant administrative departments can actively promote the construction of information infrastructure, carry out the content of "information into the countryside, information into the household", and develop the overall rural network

construction level [8]. On the other hand, we should actively build a docking platform for production and sales, realize communication and direct docking between suppliers and demanders, promote the overall sharing of production resources and market resources, meet the requirements of demand accuracy and supply targeting, and realize the accurate process of industrial production and sales. In addition, the relevant government and administrative departments can actively guide and help agricultural producers to build online sales business, expand online sales channels, and rely on the Internet sales platform to realize the national operation of industrial products, thus increasing the channels of product circulation and realizing the high-tech development of agricultural industry.

5. Conclusion

The revitalization of urban and rural economy is an important measure to promote the reform of the national economic model and improve the quality and development of the national economic growth. In the gradual deepening of the strategy of urban and rural economic revitalization, the government of Chuanying District of Jilin City and relevant departments should actively make innovations in consciousness and concepts, actively focus on the development of capabilities and technology, strengthen the construction of rural basic information, focus on improving the level of talent drainage, adjust the industrial structure in time, and further realize the comprehensive development of the industry.

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