

On the role and value of rural planning management in rural construction

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Abstract—Rural planning is to make the countryside neat and tidy through planning, including farmland planning and sewage discharge planning. All individual buildings shall not be built outside the planned area or the construction land at will, and shall not be built in the demolition area with incomplete infrastructure. The planning and construction of pits and ponds shall be implemented to control agricultural pollution. The overall deployment of long-term social, economic, scientific and technological development is the basic basis for guiding rural development and construction.

1. Introduction-Problems existing in rural planning, construction and management

1.1. Lack of in-depth research system starting from the whole

The content of rural planning lacks macro scale; the lack of comprehensive and thorough analysis research system from the whole, the relationship between the planning level is difficult to be clearly defined, and the strategic problems of planning and design are weakened.^[5]

1.2. Imperfect planning management, resulting in adverse execution of functions

Domestic rural planning management work framework is relatively standard, up to the State Council, to the provincial, municipal, district governments at all levels have set up special departments responsible for rural planning management, but the overall urban and rural planning focus has been to urban planning and urban planning, the town planning center of gravity has been to urban regional land, infrastructure, etc., which seriously ignored the village planning work, also caused the lack of village planning work.^[3]

1.3. The planning and positioning is inaccurate

With the gradual progress of the urban-rural integration process, the gap between urban and rural areas has been

narrowing. However, in the process of construction, many villages are mechanically copied, planning does not follow the "land gas", blindly chasing the urban construction, using the content of urban planning, and apply it to the village planning and management work on the basis of any targeted changes. The development goals of villages and towns are not clear enough, the key projects are not prominent enough, the industrial development ideas are not clear enough, the cultivation and construction investment of central towns and key towns is not enough, and the market system of urban and rural economic integration is not perfect. Most of the built villages and towns have not formed a functional zoning, disorderly and disorderly characteristics are not obvious.

2. The role of rural planning and management

Rural planning is to make the countryside neat and tidy through planning, including farmland planning, sewage planning. All individual buildings shall not be built at will outside the planned area or outside the construction land, and shall not be built in the demolition and removal areas with imperfect infrastructure, or implement the planning and construction of pits and ponds to control agricultural pollution. The overall plan for long-term development of social, economic and scientific and technological areas is the basic basis for guiding rural development and construction.^[5]

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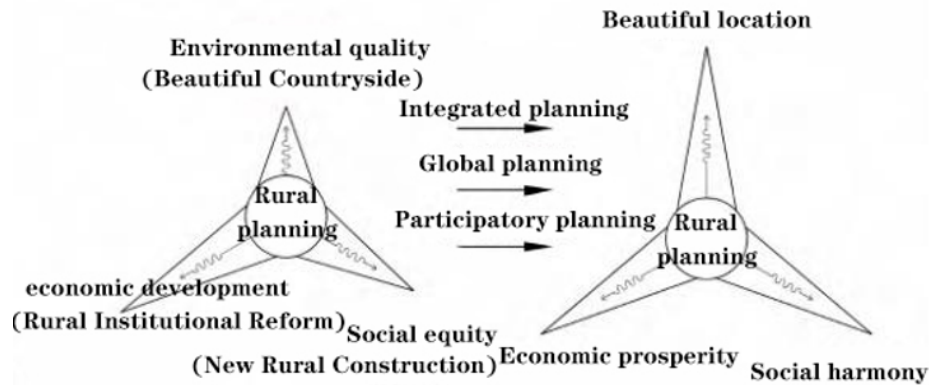


Figure 1. Ideas, objectives and strategies of Rural Planning in China (Reference 1)

2.1. Rural planning and management is the guarantee of rural development

1. Build beautiful villages and ensure environmental quality. Under the vigorous development of the national new rural construction, the ecology is emphasized as one of the key points of the construction. Its essence is an upgrading stage of the construction of a new socialist countryside in China

2. Rural social equity should be achieved under the construction of the new countryside. This means that managers not only consider the rural economic aggregate, but also focus on the distribution of individual income and wealth, the resources enjoyed, employment, health care, medical care and education.

3. Realize economic development under the development of rural system reform and rural revitalization.

To sum up, rural planning, construction and management are an inseparable and inseparable unity, which is a highly comprehensive social system engineering. Only by taking both factors into account each other and promoting each other can the rural development step into a coordinated, healthy and orderly virtuous cycle track.

2.2. Connotation and relationship in the development of urban and rural planning and management

Attention should be paid to the analysis and systematic observation of the general and general problems of urban and rural development, so as to achieve the overall consideration of the development of cities and towns. According to the particularity of the development of villages and towns, the specific planning and construction are carried out step by step, and the overall development of the city can drive the partial development of villages and towns, so as to realize the development of rural characteristic resources driven by the development of cities. While realizing the characteristic development, the rural planning is also gradually improving the urbanization and modernization.

Table 1 Comparison of the connotation of urbanization and rural orientation of new rural construction

fall through	Main development ideas
Urbanization oriented	Urbanization ideas and goals, to avoid the emergence of urban cities in big cities
Rural orientation	It aims to protect and shape the village characteristics of the village

2.3. The importance of rural planning and management

2.3.1. Favicon to economic development

Planning is crucial to rural development. Rural planning is mainly based on the primary industry. Under the development of the rural revitalization strategy, the situation of multi-economic system joint development has been gradually formed.

2.3.2. It is conducive to construction and management

Rural planning is the main link of building a new socialist countryside, and more attention is paid to various rural construction, such as mechanism innovation, urban-rural coordination, ecological protection, industrial optimization and quality services. Therefore, rural planning needs to effectively drive the development of villages from the multiple perspectives of industrial planning, population flow, land integration, ecological protection and historical inheritance. Thus, there is a type of village planning with the planning goal of strengthening village governance.

3. Rural construction and rural planning and management

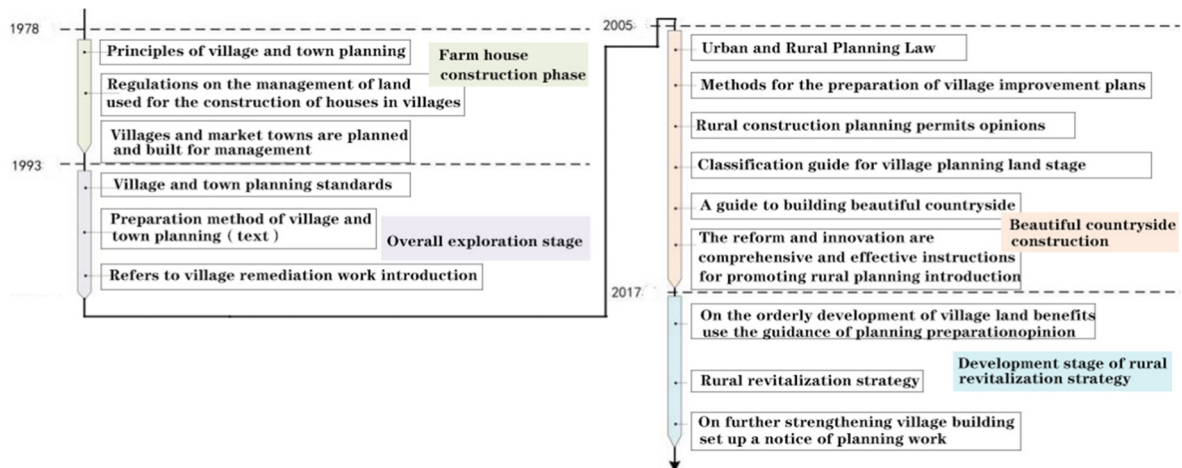


Figure 2 Events of rural planning and development

3.1. Analyze the main position of rural planning in rural construction and management, construction is the basis of rural development, and rural planning is the concrete implementation of planning and management work

Rural construction is the foundation of further development of rural areas. With the development of rural revitalization and new rural construction, more and more perfect rural infrastructure can add wings to the development of urban economy, get twice the result with half the effort, improve rural production and living conditions, and create a excellent livable environment.^[4]

3.2. Rural management and planning shall provide a basic guarantee for the realization of the various functions of rural revitalization and agricultural modernization

With the increasing mobility of people, more and more people flow from the countryside to cities, resulting in the problem of rural population. The management and planning of rural areas are gradually improving this problem. When the economic and facility problems are solved, they are differentiated on the basis of restoring the basic functions to realize the modern countryside. Strengthening scientific management and planning will provide a basic guarantee for the construction and realization of various functions of the current rural revitalization, and better promote the realization of various rural functions, so as to better serve the people.^[2]

3.3. Strengthening rural planning and management is conducive to the development of rural construction

3.3.1. Expand your thinking and look to the world

The rural planning and management work engaged in by the rural planning and management staff is often

inextricably linked with the specific area. The urban market development with the narrow market concept caused by the unbalanced nature of the dry economic development is often in a relatively backward stage, which directly leads to the great difference in the thinking and vision of the planning and management staff in different regions.^[2] With the continuous development of the society, especially with the continuous development of the rural areas today, the rural planning and management staff need to actively expand their own management ideas and look to the outside world.

3.3.2. Rural planning and management awaits innovation

In the process of rural planning and management, especially in the modern management, our rural planning and management work needs to ensure the common realization and unification of diversified benefits. In terms of information technology, planning management methods, and planning management concepts, they all need to be actively innovated. In today's national focus on rural revitalization, the methods of rural planning and management innovation and the application of new rural information technology should "keep pace with The Times". Only with continuous innovation and continuous improvement of the planning and management system and relevant laws can the countryside embark on the road of healthy development.

3.4. Analyze the importance of rural planning for the future development of rural areas. Rural planning is to study the future development of rural areas, the reasonable layout and comprehensive transformation of rural areas

Sustainable development is the inevitable choice of human development, and the realization of the coordinated development of economy, society, culture and population is the main trend of contemporary urban development. In the process of reconstruction and

renewal, rural planning will cause some ecological damage, but scientific and reasonable planning measures should be taken to minimize this negative impact, and the idea of sustainable development should be implemented to all levels of planning.

3.5. The impact of rural planning and management on rural planning, design, construction and development

3.5.1. Reflect the needs of rural characteristic planning

The main body of the new rural construction, is to transform and upgrade the countryside, avoid "thousand village", should reasonably found the characteristics of the villages and upgrade and update, to maximize its role, for example: for population outflow village, the main content of village construction planning is the renovation settlement to improve the villagers' living environment quality, mainly including architectural style renovation, street space renovation, open space building, etc.

3.5.2. Implement the needs of the overall rural design

The overall village design is very important to the function of village management, and the image and style of the village also comprehensively reflects its management level. With the social development and the new requirements of rural planning and management, rural planning and design should be integrated into the avant-garde concept and planning rules. This is inseparable from the overall development thinking of the country. When carrying out the specific scheme design, we should give full play to the characteristics of flexibility, creativity and pertinence, regard the overall design as a kind of thinking and a supplement and improvement of rural planning, and play the aesthetic function within a certain scope of spatial demonstration.

4. Conclusion

With the rapid development of China's economy and the acceleration of the modernization process, although the rural planning and design has made some experience and achievements, but some rural planning and design still lacks rationality and science. Under the new situation, more attention is paid to rural planning. The city-centered construction is accelerating to the coordinated construction between urban and rural areas. The task of realizing the goal of building a moderately prosperous society in all respects and improving the rural living environment is becoming more urgent. Beautiful villages are becoming more and more homes that people love and yearn for.

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