

Rural Planning Contributes to Common Prosperity— A Case Study of Hongfanchi Village in Jinan

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Abstract: *In recent years, China has made many policies to promote common rich construction, which point out the direction of modern rural development plan. In THE process of promoting common prosperity, rural planning should start from the whole and adhere to the principle of the unity of ecological benefit, economic benefit and social benefit. The economic and industrial development, spatial form, population scale and public infrastructure of Hongfan Village are analyzed. This PAPER SUGGESTS STRENGTHENING THE improvement of rural living environment, building ecological civilization demonstration areas, promoting the digitalization of agricultural products and strengthening the effective supervision and management of the government.*

Keywords: Rural planning, Common prosperity, Rural revitalization, The beautiful countryside.

1. Introduction

China's urbanization scale is expanding gradually, and people's quality of life is improving. Rural reconstruction has attracted more and more attention, and rural planning becomes more and more important. In order to meet people's growing living needs, the relevant departments pay more attention to the planning of beautiful countryside, so as to promote the common development of rural and urban areas, so as to solve the contradiction between urban and rural areas, promote the harmonious and stable development of society, and realize the common prosperity of people.

2. Planning Status of Hongfan Village

2.1 Principles of Village Planning

Beautiful village planning includes integrated industrial development layout, spatial layout, village style protection planning, industrial supporting construction, infrastructure construction, ecological and environmental protection, etc. First, we should adhere to the principle of "putting people first". The main object of rural planning is rural residents, so the concept of "people-oriented" should be carried out in the process of rural planning, and the interests of rural residents should be put in the first place. In the planning, the will of rural residents should be followed and their initiative should be fully mobilized. Second, strictly follow the principle of "ecological priority". Social and economic construction should be carried out in accordance with the law of natural development, and the protection of the rural ecological environment should be taken as the main planning concept, and policies to protect the ecological environment should be implemented. Third, implement the principle of "integrating forces". In the process of rural planning and design, it is necessary to integrate rural forces in an all-round way. Rural tourism, rural housing transformation and rural ecological construction can be organically combined to make each planning project learn from each other and achieve common prosperity. Rural revitalization and common prosperity are the premise and basis of each other, and their interactive coupling and synergic rise reveal the essential requirements for solid promotion of common prosperity [2].

2.2 Planning Conditions of Hongfanchi Village

In general, Jinan is close to Mount Tai in the south and the Yellow River in the north. Although Jinan area is mostly plain and hilly, Hongfanchi Village is mostly mountainous terrain, mostly located between hills. There are many rivers in the village, and many river channels in the village belong to the river basin of Langxi. By 2020, Hongfanchi Town has jurisdiction over 34 administrative villages, and the people's government of the town is located in Xichi Village. Hongfanchi Town is located in the southwest of Pingyin County, bordering Xiaozhi Town in the east, Laohu Town of Dongping County in the south, old county township of Dongping County in the west, and Donga Town in the north. North Pingyin county 30 kilometers from the county seat, 90 kilometers from Jinan city. Generally speaking, the area is rich in landscape resources and can be developed in planting, tourism and other industries. The resources of Hongchfan Village will be effectively integrated to promote the implementation of the planning scheme, improve the construction quality, and achieve common prosperity.

3. Planning Analysis of Hongfanchi Village

3.1 Analysis of Economic and Industrial Development in Hongfanchi Village

In recent years, Jinan agriculture rural work into practice of ecological protection in the Yellow River and the high quality of national strategic development, with a comprehensive rural revitalization strategy for the gripper of the Yellow River basin ecological protection and high quality development as the goal orientation, strive to improve market conditions, improve the rural service levels, Jinan rural residents' well-being and the acquisition.

Table 1

	farming	forestry	Animal husbandry	fisheries
annual value of production (Billion yuan)	502.0	34.4	171.0	8.2
The growth rate	4%	16.1%	23.4%	39.0%

In general, the total agricultural output value of Jinan increased in 2021. The 50.2 billion yuan of planting industry was the highest output value among all agriculture industries. Influenced by the plain terrain, the output of crop planting industry will be very high. But the minimum growth rate of planting industry should increase the input of agricultural resources to increase the growth rate of planting industry. The output value of forestry is 3.44 billion yuan, ranking the third. The influence of farmers' planting concept will be most of the land planted farmland, so the planting of trees is reduced. The growth rate of forestry was 16.1%, and the output value of animal husbandry was 17.1 billion yuan, ranking second, and the growth rate of animal husbandry in plain area was 23.4%. The fishery output value is 820 million yuan, the growth rate is 39%. The landform reason is deep inland, so the fishery development is slow, but the fishery has a lot of development space. Hongfanchi Village is rich in tourism resources, and has attracted more tourists because of its famous spring water. It can develop its tourism industry in the future.

In recent years, under the background of national preferential policies and urban-rural integration, the industry of Hongfanchi Village needs to undergo structural changes, especially the industrial interaction of suburban villages needs to be strengthened. On the road to common prosperity for farmers and rural areas, the role of "getting rich first" in driving "getting rich later" should still be given full play [5]. Although the industrial structure of Hongfanchi Village has begun to change, the industrial development is in the transition from the single structure of traditional agriculture to the diversified structure of leisure tourism agriculture, so the industrial chain of Hongfanchi Village is not complete yet. The scale efficiency and development quality of the industry need to be further improved, mainly reflected in: the industrial infrastructure of Hongfanchi Village is not perfect, and the cultural level of the villagers needs to be improved. Hongfanchi Village also focuses on forest fruit and animal husbandry two major characteristic industries, but the degree of industry organization and concentration is relatively low. Therefore, it is possible to build a continuous standard base of excellent and pollutionless apple. At the same time, Hongfanchi Village can also build a grape base, large cherry boutique demonstration park and other characteristic fruit industries. The degree of industrial integration in Hongfanchi Village is relatively low. The tourism service industry is blindly developed, and the tourism products are gradually converging due to the lack of integration with the original characteristic industries. The industry lacks basic support and

the industrial chain is relatively short. Hongfanchi Village can develop the combination of picking industry and tourism, and develop an industry featuring "spring water, tourism and picking". There are 20 reservoirs and 34 springs in Hongfanchi Village. The water quality in the village is very good, and the good water quality has created good conditions for the production of ejiao, a high-level nutritional tonic.

3.2 Analysis of Village Spatial Form

There are many mountains in Hongfan Pool, and the reservoir distribution is concentrated. The spring has a long history, and there are rich water resources, rock resources, tourism resources and iron resources. Hongfan Pool from the south there is a blue stone leading, so the village springs with a lot of historical background and a lot of long legends. Its water quality is excellent, containing strontium, lithium, germanium, hemisilicic acid and other 20 kinds of essential trace elements for the human body, excellent for the body, for the future can develop the home stay industry as a place for recuperation, use the advantages of spring resources as favorable conditions to develop tourism and cultural industry.

Hongfanchi Village inside the continuous mountains, so there are more rocks rich in stone resources and iron ore resources. There is a famous reservoir named Donga Reservoir, rich in spring resources, because the mountains are surrounded by rich spring resources, so it has a great potential tourism resources. Among them, there are 20 reservoirs and 34 famous springs, known as "Qilu Spring Township".

3.3 Population Size Analysis

Hongfanchi Village has formed an industrial foundation dominated by traditional agriculture for a long time. In addition, in the new era, the state and local governments comprehensively promote the development of agriculture in the direction of modernization, and agriculture gradually realizes mechanization and develops in the direction of scale, so the traditional small-scale peasant economy of Hongfanchi Village has been severely impacted. In recent years, with the implementation and promotion of national strategies, the urban and rural elements of Hongfanchi Village began to show a two-way flow trend. Rural population and various factors are no longer flowing to cities, and agricultural development is no longer limited to the supply of agricultural products.

Table 2

	men	women	Under the age of 14	15-64 years old	More than 65 - year - old	The han nationality	Ethnic minorities
The total population	13801	13538	4101	14763	8475	2627	6
proportion	50.48%	49.52%	15%	54%	31%	99.98%	0.02%

It can be clearly seen from Table 2 that the total male population is 13801, accounting for 50.48%. The female population of 13538 is slightly lower than the male population of 49.52%, but in the future, there are still more than 300 male population must be single. The total number of young people is 4101, accounting for 15%. Affected by urbanization, parents often send their children to more developed areas for education in order to make their educated children receive better education. The large population of young and

middle-aged people is 14,763, which accounts for 54% at most, indicating an important reason that the region has sufficient labor force and no serious population aging phenomenon, so labor-intensive enterprises can be developed. The number of elderly population is 8475 people, accounting for 31%, there is a trend of aging countries and governments should pay attention to. The birth rate of Hongfanchi Village is 7.12%, and the death rate of the local population is 8.35%, which is higher than the birth rate. A negative value of -1.23

percent indicates that the population aging phenomenon should be prevented.

3.4 Public Infrastructure Analysis

Most of the buildings and walls along the main street have been uniformly whitewashed. The road surface of village streets is smooth, and the greening along the street adopts the greening technique of urban streets. The entrance of the village, villagers' square, waterfront park and other parts of the landscape need to be built for the convenience of villagers to play, and the basic style of the village needs to be developed. Natural gas, tap water and other basic livelihood projects have been implemented to accelerate the rural environment improvement in recent years. Domestic sewage treatment devices, biogas digesters and other ecological infrastructure should also be installed in time.

Hongfanchi villages are distributed punctate, and the overall distribution characteristics are as follows: the layout of villages is relatively loose, and the layout of villages from east to west gradually tends to be compact and dense. The distribution of rural settlements is checkerboard type or agglomeration type, and the distribution of residents is concentrated. Suburban villages are mainly distributed along national roads, provincial roads and other traffic arteries, mainly around the county and on both sides of the main road. Because Hongfanchi Village is close to mountains, most of them are roads. With the support of national policies, the development of railways is gradually improved, and the development of roads will surely drive the economic development of the areas along the road. Therefore, most of the roads are built in the concentrated area in the west of the village.

4. The Suggestions on Rural Planning and Development

4.1 We Will Improve the Living Environment in Rural Areas

Hongfanchi Rural Human SETTLEMENTS Environment Improvement promotion Meeting aims to further improve the villagers' awareness of environmental protection, clarify the key tasks of human settlements environment improvement, and promote the town's rural human settlements environment improvement to a new level. Organize village cadres to visit Qilu model villages and weak villages for exchange and study. In the village, there are four large piles, disorderly lines, livestock and poultry free-range, wasteland weeds, broken walls, sewage cross flow and so on to carry on the management experience exchange. In addition, the level of public services should be further improved to build a new rural landscape of harmonious development between man and nature [1]. Hongfanchi Village should take the improvement of human settlement environment as the current key task, constantly improve the living environment of villagers, and build a beautiful and rich village.

4.2 We Will Develop Demonstration Zones for Ecological Progress

To enhance the rural residents' awareness of ecological

economic development, so that villagers can consciously protect the ecological environment, consolidate the productivity of rural residents, and improve the overall rural economic benefits. In the process of social development, follow the "ecological priority", ensure the stable development of society, promote the further improvement of social and economic benefits. Meanwhile, in the planning process, it is necessary to take rural economic ecology, residential environment and culture as the main planning contents, give full play to the ecological advantages of rural areas, and ensure the smooth development of rural planning and construction.

The "two mountains theory" has now become an important national policy in our country on the road to green development. We should constantly practice the practice innovation base and declaration work of "clear water and green mountains are gold and silver mountains". The concept of beautiful countryside is put forward at the 16th fifth meeting, and the beautiful countryside emphasizes the respect, protection and reasonable use of nature. Make good use of mountains, good water and good scenery to establish ecological tourism demonstration bases.

4.3 Promote the Digitization of Agricultural Products and Increase Employment Opportunities for Villagers

Hongchfan Village belongs to Pingyin County, which was named the "rose Capital of China" in 2019. The rose planting area in Pingyin County has reached 60,000 mu and the annual output of flowers is more than 20,000 tons. Under the new situation, the new period, the pingyin county balanced epidemic prevention and control and economic development, actively expand electric commercial economic development new formats, formed a set of rose planting, processing, trade, tourism industrial ecology, for two consecutive years rose products online sales account for more than 50%, in order to promote rural revitalization inject strong momentum. Common prosperity is the common expectation of the broad masses of the people, the essential requirement of socialism, and an important feature of Chinese modernization [4]. Employment is the foundation of people's livelihood. The establishment of reasonable township enterprises around Hongchfan Village has expanded employment. The Yellow River was the first to flow into Pingyin, Jinan. Under the water of the Yellow River, roses of more than 60,000 mu not only become a major characteristic industry of Pingyin, but also worthy of the name of the golden flowers of rich farmers. In recent years, based on the characteristic resources such as rose, ejiao and spring water, Pingyin has integrated urban and rural areas, deepened reform and innovation, and embarked on a characteristic path of high-quality development of modern agriculture.

4.4 We Will Strengthen Effective Oversight and Management by the Government

The management and establishment of rural areas is a huge systematic project, which concerns people's livelihood and social harmony. Government departments should give full play to the role of "baton", strengthen the supervision and guidance of villagers, conscientiously sort out and summarize all kinds of problems found in the village, clarify the

responsible units, timely assign and handle them, and timely solve all kinds of problems existing in the management work. Practical logic is an objective and inevitable requirement for the central government to promote common prosperity and rural revitalization and for local governments to implement the central government's strategic deployment [3].

Strengthen the integration of digital platforms, according to new ideas, integrate the county resources, break through data barriers, promote information sharing. Relevant government departments should improve the ideological understanding, do solid, do fine, do a good job of rural management, establish a sound long-term mechanism, continuous improvement of living environment; It is necessary to strengthen coordination and cooperation, form working force, and comprehensively improve the fine management level of rural management; It is necessary to explore more scientific and reasonable new models and mechanisms of construction and management in combination with the practical problems in rural areas, so as to meet the diversified and convenient needs of villagers and continuously improve their sense of happiness and gain.

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