A Discussion on the Realization Path of Rural Reconstruction under the Background of Rural Revitalization—Taking Zhangou Village of Youjun Town in Xichang City as an Example

Li Lina, Chen Ziyu
School of Resources and Environment, Xichang University, Xichang 615013, China
aDemeters@xcc.edu.cn, haozi8377@126.com

Abstract: Based on the background of rural revitalization, taking Zhangou Village of Youjun Town in Xichang city as an example, this paper analyzes the achievements of the village reconstruction under the government resource allocation and the construction of ecological civilization demonstration village. It holds that there are still some problems in rural governance, such as non-standard rural governance, non-obvious characteristics of traditional rural industries, conservative rural civilization and lack of rural construction talents, and puts forward a rural reconstruction strategy with rural talent team construction as the main body and rural space reconstruction, economic and industrial reconstruction, social governance and rural civilization reconstruction as the core means.

1. Introduction
Rural regional system is an open system with certain economic structure and function, which is composed of the core elements such as natural geography, economic development, social culture, ecological environment, and the external core elements such as the national rural policy and the development level of urbanization and industrialization[1]. Rural reconstruction is to adapt to the changes of the rural regional system in internal and external factors, which is kind of process aiming to achieve the optimization of internal structure in rural regional system, functional promotion and the structure of the coordination between urban and rural regional system function complementary through optimizing the allocation of resources and effective management of all the elements affecting rural development, reconstructing countryside social and economic form and optimizing the space layout[2].

At present, under the research background of rural reconstruction, there are some studies on the gap between urban and rural areas caused by urbanization and industrialization[3], rural tourism value mining[4-5], rural land use transformation[6], etc. The theoretical research on rural reconstruction includes the theory of reconstruction and the research on the dynamic mechanism and mode of reconstruction[7-9]. Based on different reconstruction perspectives and combined with cases, there are researches on the reconstruction of rural governance[10,11], the reconstruction of rural culture[12-14], and the reconstruction of rural space and style[15].

Based on the background of rural revitalization, this paper discusses the way to realize rural revitalization through rural reconstruction in Zhangou Village of Youjun Town, a poor mountainous area in southwest China. On the one hand, it is of theoretical significance to increase the diversity of the research background of rural reconstruction; on the other hand, it combines the strategy of rural
revitalization and puts forward suggestions around different reconstruction angles, which can explore new ideas for the construction of Zhangou Village.

2. Overview of the Research Area
Youjun Town is located in the south of Xichang City, west of Anning River, 33km away from Xichang city, covering an area of 33.5km². Zhangou Village is an administrative village in the northwest of Youjun Town, with an area of 9.96km², close to Youjun Village. Zhangou Village has 7 groups of villagers, with a permanent population of about 2800 people and 730 households. In the village, the elderly population and children are the majority, accounting for more than 75% of the whole village, and the healthy young labor force is mainly migrant workers. There are Han and Yi villagers in Zhangou Village, of which Yi villagers are the majority, accounting for about 60% and Han villagers account for about 40%.

3. Implementation Status of Rural Revitalization Strategy in Zhangou Village of Youjun Town

3.1. The Status Quo of Industrial Resources in Zhangou Village
At present, Zhangou Village is mainly engaged in traditional planting such as winter jujube, watermelon, green prickly ash and flue-cured tobacco. Domestic energy is mainly based on electricity and firewood; solar energy is mainly used for bathing water, and some villagers use biogas. At the junction of Zhangou Village Group 6 and Youjun Village, there is a natural hot spring 2km away from the Junction of Panxi Highway and Xigao road. The hot spring contains sulfur, and the spring water is about 38 degrees all year round; the hot spring is surrounded by mountains on three sides, pleasant scenery, which is the quality of rural tourism resources.

3.2. Ecological Livability Reconstruction in Zhangou Village
Through the implementation of ecological civilization renovation to the village, the main measures include the renovation and relocation of civil houses, river dredging and landscaping, and sanitation treatment. Green landscape is added to the front courtyard of brick and concrete houses, and the color of light grey wall is unified. The courtyard gate adopts transparent iron art gate and unifies the color. Brick, wood and tiled houses need repairing and renovating the damaged roof tiles, and adding coffee-colored decorative windows to the side facades of external walls, so as to achieve the unified appearance of the village after renovation. Zhangou River runs through the whole village from northwest to southeast. Through the layout of river landscape, native bamboo forests, fruit trees, prickly ashes and other agricultural and forestry green belts are arranged on the riverbank to increase the landscape effect and bring industrial benefits, while retaining the canal irrigation function. In terms of sanitary and environmental facilities, biogas equipment is built to treat and utilize human and animal feces, and domestic sewage is discharged and treated uniformly through septic tank into sewage treatment system.

3.3. The Current Situation of Rural Civilization in Zhangou Village
The rural civilization of Zhangou Village comes from the material tradition, festival custom and traditional concept of the local culture. Influenced by the majority of Yi villagers living in a concentrated community, their clothing has distinct characteristics. The basic form of clothing is that both men and women wear shirts with narrow sleeves and tight sleeves and decorated with patterns[16]. Most people like to wear earrings and jewelry of various styles. Every year, a three-day torch festival will be held in late June of the lunar calendar. Tens of thousands of villagers gather together, extremely lively. The concept of family lineage affects the moral concept of the villagers in Zhangou Village, and it is like an unwritten rule to adjust the relationship between people in the villagers and between ethnic groups. In the custom of marriage, a family in a village holds a wedding ceremony, inviting the whole village or people from dozens of miles around to kill pigs, and spread pine and thatch together.
3.4. The Governance Status in Zhangou Village
On the one hand, the current governance status of Zhangou Village is the allocation of governance resources to the village by the government administration. In this process, the government, as the largest resource owner, distributes governance resources to the village in an administrative way, especially in the implementation of village planning and village poverty alleviation projects. On the other hand, when the resources allocated by the government are distributed to each village group, the resources go through the subdivision of the two committees of Zhangou Village. In this process, the villagers' autonomy is relatively strong, and the distribution of resources is not standardized. As a result, the administrative nature of rural governance is mostly removed and the autonomy is great, which makes the rural governance of Zhangou Village show the characteristics of partial autonomy.

3.5. The Status of Affluent Life in Zhangou Village
The majority of the villagers in Zhangou Village are old people engaged in traditional planting, and young people are mainly migrant workers. The villagers are generally poor; some have normal living standards and a few are rich. After a group sampling survey on the economic conditions of 70 households, they can be divided into three categories according to their overall economic conditions (see Table 1). According to the data of the sample survey, about 68% of the villagers can only maintain their living without economic balance, 26% of the villagers are at the non-poverty level, and only 6% belong to wealthy families.

| Category  | Family economic conditions | Income | Transportation | Proportion (%) | Group |
|----------|-----------------------------|--------|----------------|----------------|-------|
| The Rich | 6000-8000 yuan/month, interior and exterior decorated house | renting outside farmland, mainly going out as migrant workers | having large vehicles | 6% | Group 2, Group 6, other groups less |
| Non-poverty | about 7,000-8,000 yuan from cultivation; about 30,000-34,000 yuan from working outside | old people rent farmland and young people work | having large or small vehicles, or agricultural locomotives | 26% | Group 2, Group 3, Group 4, Group 6, |
| Poverty | farming to support life without balance; brick and tile house of small area | the majority having no income | minibike | 68% | Group 1, Group 5, Group 7 |

In terms of poverty support, only 3% to 4% of the 70 households in the village are poor households who enjoy the poverty alleviation policy, but the actual poor households in the village account for more than half, and the poverty situation is especially obvious in Group Five.

4. Problems in the Implementation of the Rural Revitalization Strategy in Zhangou Village of Youjun Town

4.1. Non-obvious Characteristics of Rural Industrial Development
From the perspective of the current situation of industrial revitalization, first, the industrial foundation is not solid, and the production, sales and brand construction of agricultural products are relatively insufficient. Taking winter jujube as an example, the planting area of winter jujube in Group Six of Zhangou Village is up to 10.67hm², but the brand, scale and industry have not been formed yet, so there is great room for improvement in development quality and benefit. Second, the overall planning for the development of new forms of business such as rural cultural tourism and leisure and entertainment agriculture is not enough. Attractive new forms of business have not yet been created. For example, the hot spring resources in the village have not been combined with other industries and the economic benefits are low.
4.2. Lack of Motivation to Promote Green Ecological Development in Rural Areas

Although Zhangou Village has begun to pay attention to the ecological livability, it is still insufficient in the aspects of garbage collection and treatment facilities, system construction, civilization guidance and so on. The production waste in the village is exposed and stacked on both sides of the river. Water pollution, agroforestry ecological restoration areas have not been effectively protected, and no economic compensation mechanism of ecological protection areas has been established.

4.3. Imperfect Innovation and Inheritance of Rural Civilization

Some Yi families in Zhangou Village still have the custom of "worth the money" in their marriage customs[17,18]. The existence of “worth the money” is essentially the sale of marriage and the legacy of slavery society. "Worth the money" forms the difference of status, which runs counter to the principle of equality advocated by spiritual civilization.

In the custom of marriage and funeral, the whole village or dozens of miles of Yi compatriots kill pigs and slaughter cattle, and hold banquets, which is also an important reason why some villagers can not get rid of poverty or return to poverty.

4.4. Imperfect Democratic Governance System of Villagers

The construction of the grass-roots economic organizations, the villagers' groups and rural grass-roots public service organizations in the village is not perfect, and the rural governance system still retains the traditional way of governing the villagers' governance under the long-term influence of the family lineage culture. At the same time, it weakens the customary law as the village governance norms of rural governance in accordance with the law. The autonomy of the two committees in the village is relatively strong, leading to unclear functions and powers. At the same time, the role of villagers' groups as the main body of rural governance is also weakened. In the field investigation of Zhangou Village, the villagers also said that "the head of the village is the one who is more competent, the village secretary or the village chief". As a result, the understanding and implementation of some policies are not in place, which is mainly manifested in poverty alleviation and village construction and reconstruction.

4.5. Low Overall Satisfaction of Villagers’ Lives

According to the field survey of Zhangou Village, it is learned that the villagers are not satisfied with their current life from the aspects of economic income, spiritual needs and medical security. About 70% of the villagers can only maintain the basic living standard, and about 30% of them achieve an annual balance of about 30,000 to 40,000 yuan by going out to work or increasing the leased farmland to grow cash crops. However, poverty is still the most direct answer given by villagers. From the perspective of the spiritual demand of Zhangou Village, the whole village provides 4 to 5 small squares and corresponding cultural and sports facilities, but there are also problems such as the absence of facilities and street lights, which hinders villagers’ entertainment. In terms of medical and health care, villagers think that the current medical expenses are very high, but the reimbursement rate is not high enough, mainly due to the lack of understanding of the current medical security policy, and villagers frequently say some words like "They can't afford to get sick".

5. Suggestions on Rural Reconstruction of Zhangou Village of Youjun Town under the Background of Rural Revitalization

The operation mechanism of rural reconstruction of Zhangou Village lies in the re-integration of the elements after the interaction between the internal and external elements of the rural economic system, social system, natural system and ecological system. Based on the reconstruction target positioning of improving land use efficiency, narrowing the gap between urban and rural areas, improving rural civilization, protecting ecological environment and optimizing rural governance[19], the economic value, social value, cultural value, ecological value and management value after the target positioning are highlighted, and the rural reconstruction is finally realized (see Figure 1). Considering the mutual
influence of rural space reconstruction, economic and industrial reconstruction and social and cultural reconstruction, this paper combines the construction of town-village-group space system, the optimization of living and production ecological space, the enhancement of rural traditional agricultural vitality, the cultivation of new forms of rural industry, the improvement of rural social governance and governance subjects, with the construction of good rural civilization to construct the rural regional system form of “nature, economy and society, culture and governance”.

Figure 1 The Approach, Objective and Value Connotation of Rural Reconstruction of Zhangou Village

5.1. Reconstructing the Spatial Pattern of Zhangou Village

According to the present scale of the village area, spatial distribution regularity of the village groups, the internal function of the village area, the network traffic between the village groups, at the same time, considering the coordination and cooperation among the village groups, the cooperation of the rural industry, the farming scope of the farmland and the service radius of the rural public service facilities, the spatial axis and structure network of the Zhangou Village are constructed to form the three-level rural space system of Youjun Town - Zhangou Village - key Group. In view of the differences of the present situation, such as the distribution of residential areas, the natural geographical environment of villages, the development of rural industrial economy and the rural ecological civilization, the renovation of hollow houses in rural homestead is the core, and the
construction or relocation of key village groups is the auxiliary way to strengthen the spatial agglomeration of villages, integrate the land resources in villages and improve the efficiency of public service resources in villages, so as to optimize the living space. We advocate the use of green means of production while strengthening ecological governance, improve the system of green agricultural ecological development, build a green ecological corridor along the Zhanguo River, and create a healthy and beautiful rural ecological space.

5.2. Reconstructing the Economic and Industrial Structure of Zhangou Village
It is the main means to reconstruct the rural economy industry of Zhangou Village mainly by reforming and renewing the traditional planting industry and cultivating the new format of rural economy as the new power. To transform traditional farming to the modern industrial base mode of agricultural production development, to allocate high standards of quality inspection system and to improve the market-oriented agricultural information transmission mechanism and at the same time to cultivate a number of leading rural enterprises with great potential and to build characteristic industrial bases, and to renew and transform traditional agriculture while activating the relationship between traditional agriculture and collectives, and to improve production efficiency and economic efficiency. Based on the differentiation between rural regional systems and the diversity value of rural culture, it actively explores the industries of agriculture and Internet, leisure tourism, ecological health preservation, education and culture, green tourism and so on. Under the premise of protecting the ecological environment, we should promote the development of hot spring resources in Zhagou Village, create the development mode of "hot spring" by relying on the regional characteristics of hot spring, ecology and original village, and create the future characteristic town of Zhangou Village, which integrates hot spring health, leisure vacation with rural tourism service.

5.3. Reconstructing the Social Governance and Rural Civilization of Zhangou Village
We should improve the construction of grass-roots committees, guide the development of grass-roots economic organizations, form high-quality rural grass-roots public service organizations to serve rural revitalization, vigorously foster innovation generation of young cadres, “local heroes”, the first secretary, and so on to drive rural governance, improve the governance level of villagers' governance subjects, improve the power system and supervision system at the grass-roots level as a guarantee for the construction of rural governance system, and strengthen village rules and regulations and governance according to law. While vigorously developing the material economy to consolidate the economic foundation, it also advocates the reform of the marriage custom system, breaks the old and builds the new under the advocacy of the rural spiritual civilization, governs according to the village laws and regulations, and breaks the bad habit of replacing the rural governance regulations with the customary law. To promote the protection of rural traditional culture, on the one hand, it is necessary to introduce legal construction and regular supervision of the protection of characteristic villages at the top level of design. On the other hand, we should dig into the functional value of traditional culture on this basis, and construct the endogenous positive interaction of traditional culture protection, functional value mining and economic feedback, so as to meet the needs of people in Zhangou Village to retain local memory.

5.4. Constructing the Rural Revitalization Talent Team System of Zhangou Village
The construction of the talent team system for the rural revitalization of Zhangou Village needs to cultivate a group of local rural talents, introduce talents from all walks of life who are willing to serve the rural construction, and elect practical village committee talents to serve the rural revitalization of Zhangou Village. First of all, the cultivation of a group of local village talents can give play to the main position of the villagers' autonomy and widely mobilize the construction enthusiasm and initiative of the villagers. Secondly, to create a good rural industrial environment to attract talents to return, we should take homesickness as a link, take doing practical things as the basis, and take high quality public service attraction points to create a positive and favorable atmosphere for talents from
all walks of life. Finally, the organization construction at the grass-roots level is the organizational guarantee of rural reconstruction in Zhangou Village, and the election of outstanding cadres of the two committees can build a fair, just and good political ecology for rural construction.

6. Conclusion

Through the analysis of the current situation, rural reconstruction in Zhangou Village of Youjun Town in Xichang City under the background of rural revitalization is still facing some challenges. Although the current rural reconstruction has acquired some achievements in the areas of rural governance, rural culture, rural space and reconstruction of style and features, it is still in its initial stage. There are some problems such as non-standard rural governance, lack of characteristics of traditional rural industries, conservative rural civilization and lack of rural construction talents still need to be studied further. This paper puts forward the strategy of rural reconstruction, which takes the reconstruction of rural space, economic industry and social culture as the core means, and constructs the integrated spatial pattern of “nature-economy-society-culture-governance” in rural areas.

Acknowledgments

The work was supported by the program of Humanities and Social Science Youth Foundation of Ministry of Education of China(14YJC790063) and Project of Education Department in Sichuan Province (15ZB0226).

References:

[1] Long Hualou, Tu Shuangshuang. On Rural Reconstruction [J]. Journal of Geography, 2017, 72(4): 563-576
[2] Yang Ren, Wen Qi, Wang Cheng, et al. China's Rural Revitalization in the New Era: Exploration and Thinking -- Written Discussion by Young Scholars of Rural Geography [J]. Journal of Natural Resources, 2019, 34(4): 890-910
[3] Zhang Yanping. Reconstruction of Urban-Rural Relationship in China under the Rural Revitalization Strategy [J]. Agricultural Economy, 2018, (12):68-70
[4] Li Feng. Logic and Path of Post-Modern Rural Reconstruction under Tourism Poverty Alleviation Guidance [J]. Journal of Yangzhou University (Humanities and Social Sciences Edition), 2016, 22(4):97-107
[5] Liu Zhanhui. Functional Reconstruction of Rural Tourism from the Perspective of Rural Revitalization [J]. Journal of Huzhou Normal University, 2016, 40(5):28-31
[6] Long Hualou, Tu Shuangshuang. Land Use Transformation and Rural Revitalization [J]. China Land Science, 2008, 32(7):1-6
[7] Tu Shuangshuang, Long Hualou, Zhang Yingnan, Zhou Xingying. The Process and Driving Factors of Rural Reconstruction in Typical Villages [J]. Journal of Geography, 2019, 74(2): 323-339
[8] Liu Zuyun, Zhang Cheng. The Reconstruction of Rural Community: Realistic Path for Rural Revitalization [J]. Gansu Social Science, 2018, (4): 42-48
[9] Long Hualou, Tu Shuangshuang. Theoretical Cognition of Rural Reconstruction [J]. Progress in Geographical Science, 2008, 37(5): 581-590
[10] Liu Wei. Grassroots Cadres: The Key to the Reconstruction of Rural Governance System [J]. National Governance, 2018, (4): 24-27
[11] Dou Yupeng. Research on Rural Governance Reconstruction in the Context of Rural Revitalization Strategy [J]. Reform and Opening up, 2018, (11): 76-77
[12] Sun Meiqiu. The Research on the Reconstruction Path of Rural Culture under the Rural Revitalization Strategy [J]. Modern Agricultural Research, 2018, (11) : 22 and 23
[13] Zhong Pei. Deconstruction and Reconstruction of Traditional Village Culture under the Background of Rural Revitalization—A Case Study of Sishangqiao Village in Guilin [J]. Holiday Tourism, 2019, (2): 190-191+193
[14] Li Jun, Wan Zhaobin, Li Junming. Connotation Interpretation of Cultural Reconstruction of Ethnic Villages from the Perspective of Rural Revitalization [J]. Three Gorges Forum (Three Gorges Literature & Theory Edition), 2019, (3):74-78

[15] Wang Min, Zhang Lingyu. Spatial Reconstruction of Rural Features and Order Parameter Identification from the Perspective of Rural Revitalization— An Empirical Study of Shigu Town of Changge City in Henan Province [J]. Small Town Construction, 2019, (1): 48-55

[16] Na Shuqi. Research on the Inheritance and Protection of Yi Culture in the Urbanization Process of Yi Region [D]. Sichuan: Xihua University, 2016

[17] Li Haomiao. The Investigation and Reflection on the "Rural Civilization" in the New Countryside — A Case Study of Wealth and Money in the Marriage of Yi Nationality in Liangshan [J]. Qianli,2012,(4):129-131

[18] Feng Min. The Research on the Issue of Wealth and Money in the Marriage of Yi Nationality in Liangshan [J]. Journal of Southwest University for Nationalities (Philosophy and Social Science Edition),1996, (S1):156-161

[19] Yang Pingzhang. Thinking on the Modernization of Local Government Behavior Governance in Rural Tourism Development [J]. Guangxi, 2014, 30(4): 87-90