Vitalization of rural areas and environmental management

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Abstract. The 19th National Congress of the Communist Party of China (CPC) innovatively put forward the rural revitalization strategy, which provided a new way of thinking for fundamentally solving the problems of "agriculture, rural areas and farmers". Accelerating rural environmental management and building beautiful countryside is an important and key part of rural revitalization. In recent years, with the acceleration of industrialization and urbanization, the rural environment has deteriorated. It is urgent to correctly understand the current situation of rural environment, analyze the existing problems and find reasonable countermeasures.

1. Introduction
With the development of rural economy and the aging of the population, China's rural ecological environment is also undergoing a process of deteriorating. In the vast rural areas, the ecological environment has been damaged to varying degrees, which has become an important factor in the development of new socialist countryside. Obstruction, the rural ecological environment is indeed worrying. As a supporter of urban ecosystems, the rural environment has been responsible for the absorption of urban pollution. In recent years, while urban construction and the environment in China have been improving, the problem of rural pollution has become more and more serious. The rural areas in the eastern developed areas with high industrialization and urbanization are particularly prominent. Various pollutions have threatened the health of hundreds of millions of rural people, and most of them have finally returned through channels such as water, air pollution and food pollution, which in turn affects the urban population. Ecological environmental protection has been paid more and more attention; effectively controlling the serious problems of rural ecological environment pollution, and putting an end to the old road of pollution control in some western countries, so the rural ecological environment protection work cannot be delayed.

2. Current status of rural ecological environment in China

2.1. Traditional production and living habits are one of the ways of rural environmental pollution. The processing and utilization of crop straw and the unreasonable structure of rural fuels lead to a large number of environmental problems. At present, some rural areas in China still use the traditional production methods of slash and burn, and the phenomenon of burning straw and reforestation is still widespread. The acquisition of domestic energy mainly depends on fuelwood and coal; the use rate of clean energy such as liquefied gas, biogas and electricity is not high. This kind of living habits and lifestyles not only waste wood, destroy vegetation, make crop resources not fully utilized, but also cause air pollution and affect the health of the people.
2.2. Environmental problems arising from livestock and poultry farming.
With the rapid development of animal husbandry, the livestock and poultry breeding industry has developed very rapidly, and the speed of pollution control of farms has lagged behind. The pollution source treatment facilities of the farms are not matched or cannot operate normally. The manure and sewage of some large-scale livestock and poultry farms are also discharged disorderly, resulting in excessive ammonia, nitrogen and nitrate in the groundwater near the farm due to breeding pollution in some areas, causing pollution to the environment. According to statistics, more than 300 million people in rural China do not have access to clean water. More than 60% of the drinking water sources are not up to standard due to unnatural factors. The mortality rate of malignant tumors closely related to environmental pollution is gradually increasing. It poses a huge threat to the vast rural population.

2.3. Environmental problems brought about by the unreasonable development of rural planting industry.
The large-scale use of chemical fertilizers has made the dependence of land stronger and stronger. According to statistics, the annual consumption of chemical fertilizers in China is 46.37 million tons. According to the planting area, the use of chemical fertilizers reaches 40t/km², far exceeding the developed countries to prevent chemical fertilizers on soil and water bodies. The safety limit of 22.5t/km² set for damage. Destruction of the soil micro-ecological system leads to soil compaction, the content of organic matter in the soil gradually decreases, and the soil quality is degraded. In particular, the utilization rate of chemical fertilizers is low and the loss rate is high, which leads to soil pollution of farmland. It also causes organic pollution and eutrophication of water through farmland runoff, and even causes groundwater pollution and air pollution, destroying the rural ecological environment. Excessive use of pesticides is also a threat to environmental protection; he not only pollutes the atmosphere, water environment, but also causes soil compaction. Moreover, the pesticides that have flowed into the environment float to the atmosphere by evaporation and transpiration, and the floating pesticides are adsorbed by the dust in the air. And spread with the wind. Causes pollution of the atmospheric environment. Pesticides in the atmosphere, through rainfall, these pesticides flow into the water, causing pollution of the water environment, causing harm to people, animals, especially aquatic organisms (such as fish, shrimp). At the same time, pesticides that are lost to the soil can also cause soil compaction.

2.4. Environmental problems caused by industrial emissions.
In recent years, with the acceleration of industrialization and urbanization, the industrial economy has developed rapidly. In order to adapt to the adjustment of the industrial structure, various industrial enterprises have developed to the surrounding villages and towns; and with the implementation of the policy of promoting industrial economic development, private industries and some “small workshop-style” processing plants have also emerged in large numbers, causing the trend of industrial wastewater, domestic wastewater and garbage to be transferred to rural areas. The discharge of industrial “three wastes” (waste water, waste gas, waste residue) has become an inevitable impact on rural environmental quality. The reason for neglect. In particular, some small enterprises distributed in towns and villages, small catering in towns, etc., due to scattered and concealed, pollution is difficult to regulate and control, further exacerbating rural environmental pollution. Domestic pollutants in small towns and rural settlements are directly discharged into the surrounding environment due to lack of infrastructure and control, causing serious “dirty mess”: about 120 million tons of rural domestic waste is produced almost every year. Stacking; more than 25 million tons of rural domestic sewage produced each year is almost directly discharged, which seriously deteriorates the environmental quality around rural settlements.
3. Factors that hinder rural ecological protection

3.1. The overall environmental awareness in rural areas is not strong.
Paying attention to agricultural production, ignoring rural environmental protection and construction, and the phenomenon of non-compliance with laws and weak law enforcement still exist in rural areas. In addition, agricultural production and peasant lifestyles are not scientific enough. There is only a small awareness of economic benefits, product output, and consumer demand, and environmental awareness, rational use of resources, and public environmental protection.

3.2. Insufficient investment in rural environmental protection facilities construction.
The improvement of the rural environment, especially the construction and operation and maintenance of environmental infrastructure, requires a large amount of capital investment. At present, this investment is seriously insufficient. In addition, the rural environmental construction has a lot of historical debts, and it is necessary to engage in environmental infrastructure such as domestic sewage and garbage disposal. Construction is even more stretched. At present, in China's implementation of agricultural and rural environmental protection construction projects, there are still phenomena such as scattered funds, redundant construction, and “top-down” decision-making. For example, the management funds for non-point source pollution are scattered in the departments of agriculture, water conservancy, and environmental protection. As a result, a governance plan that requires effective interlocking can become a local action with inconsistent steps in various departments. The natural effect is not good. The “top-down” decision-making mechanism, under the incentive of maximizing political goals, presents a high supply enthusiasm for public services that can increase political performance. However, the human settlements infrastructure does not have access to the public service of the local officials' performance appraisal system. Even if the farmers already have the demand, it is difficult to mention the operational level of the local government.

3.3. Rural environmental governance has not yet formed a joint force.
The rural environment is a complex closely related to regional natural resource conditions and social and economic conditions. The environment has no geographical or industrial boundaries. Due to the lack of unified planning and organizational leadership, the lack of long-term management and operation mechanisms and systems for rural environmental protection, policy, capital, and technical support are scattered, and input benefits are affected. Some grassroots political organizations lack standardized, long-term, operational assessment methods and reward and punishment measures. The long-term mechanism of rural environmental protection and construction work from top to bottom has not yet been formed. The urban-rural divide-and-go strategy has caused serious inequities between cities and rural areas. Specific to the field of environmental protection, it mainly means that urban and rural areas are seriously uncoordinated in terms of access to resources, benefits and environmental responsibility. For a long time, almost all investment in pollution prevention and control in China has been invested in industry and cities. Urban environmental pollution has spread to rural areas, while rural areas have almost no access to pollution control and environmental management capacity building funds from financial channels, and it is difficult to apply for sewage charges for special treatment.

4. Countermeasures and suggestions for rural ecological environment protection and governance

4.1. Develop plans and establish a long-term mechanism for environmental protection.
Protecting the rural ecological environment is of great significance to promoting the rapid and sustainable development of the city's economy and accelerating the construction of a new socialist countryside. All localities and departments should raise awareness, form consensus, conduct in-depth investigation and research, comprehensively analyze economic, social, human and infrastructure
factors, formulate practical and feasible rural ecological environmental protection plans, clarify objectives, implement responsibilities, and establish long-term environmental protection for rural areas. Mechanism to promote the steady and rapid development of new rural construction.

4.2. Strengthen publicity and education to prevent and control living pollution.
We must take the improvement of the people's environmental awareness as the focus and main content of rural spiritual civilization construction, starting from the governance of urban and rural home environment "dirty, chaotic, poor", through the organization of various popular science popularization activities and activities, to eliminate the old production, life habits We will vigorously advocate scientific and civilized production and life styles, green production and green consumption concepts, and actively create ecological demonstration zones, beautiful towns and towns, and ecological demonstration villages, relying on typical driving to promote the saving, reduction and harmlessness of domestic garbage. And resource-based, take the road of sustainable development with equal economic, social and ecological.

4.3. Save rural water resources and ensure the safety of drinking water.
It is necessary to speed up the construction of rural drinking water safety projects and develop centralized water supply. It is necessary to take into account the management and development of water resources, rationally control the exploitation of groundwater, vigorously promote water-saving agriculture and water-saving industries, actively implement recycling water, improve water use efficiency, actively promote rice water-saving irrigation technology, and adopt effective measures such as dredging trenches, saving water use.

5. Conclusion
Due to the unreasonable fuel structure in rural areas, the unhealthy development of livestock and poultry breeding industry, and the unreasonable development of planting industry, a series of unreasonable factors have caused the destruction of rural ecological environment. At the same time, the overall environmental protection awareness of rural areas is not strong, and the investment in environmental protection facilities is invested. Insufficient, rural environmental governance has not yet formed a joint force and other factors hinder the governance and restoration of rural ecological environment, and rural ecological environmental protection work cannot be delayed. To protect the rural ecological environment, it is necessary to formulate plans, establish a long-term mechanism for environmental protection, strengthen publicity and education, prevent and control living pollution, adjust industrial structure, effectively control non-point source pollution, and rely on scientific and technological progress to promote new rural energy technologies. We will improve the funding and technology guarantee systems for rural ecological environment construction; and strengthen the rural environmental protection legal system.

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