

Research on Rural Ecological Civilization Construction under the Background of Rural Revitalization

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Abstract:

In May 2018, the National Conference on Ecological and Environmental Protection was held, which explained the far-reaching significance of the construction of ecological civilization in improving people's well-being, promoting modernization and achieving sustainable development. The ecological progress in rural areas is an important part of national ecological civilization construction. With the economic development and social progress, the environmental problems in rural areas are getting worse and worse due to insufficient attention, which has a negative impact on the normal production and life in rural areas. For this reason, the 19th National Congress put forward the strategy of rural revitalization. Adhering to the aim of ecological civilization and strengthening the construction of lucid waters and lush mountains in rural areas is also the essence of the revitalization of Chinese villages and an important way to solve the current problems of rural environmental governance and promote the realization of "beautiful countryside". In this paper, the questionnaire survey method was used to understand the reality of farmers' ecological civilization from many angles, aspects and levels, such as insufficient awareness, insufficient publicity and inadequate system, and some targeted suggestions were put forward according to the problems.

Keywords: *ecological civilization, rural revitalization, beautiful China.*

I. INTRODUCTION

With the gradual advancement of economic and social development, the state has paid more and more attention to the issues of ecological environment protection and resource conservation, and fully realized that ecological environment is a major social issue related to people's livelihood. The strategic layout to promote economic, political, cultural, social, and ecological progress has pushed the construction of ecological civilization to a new high in history. In the report of the 18th National Congress of the Communist Party of China, for the first time, the construction of a "beautiful China" was regarded as the grand goal of the future ecological civilization construction, so as to build a beautiful China and realize the sustainable development of the Chinese nation. Ecological civilization in rural areas is also a very important part of realizing "beautiful China". The cultivation of farmers' ecological civilization is an important starting point for the construction of rural ecological civilization, and an important way to solve the current problems of rural environmental governance and promote the realization of "beautiful

countryside".

II. SIGNIFICANCE OF STRENGTHENING THE CONSTRUCTION OF RURAL ECOLOGICAL CIVILIZATION

2.1 Ecological civilization construction in rural areas is an important direction to realize rural revitalization

In February 2022, the state issued the Opinions of the Central Committee of the Communist Party of China and the State Council on Completing the Key Work of Promoting the All-round Development of the Countryside in 2022, which is the 19th No.1 central document guiding the work of "agriculture, rural areas and farmers" since the 21st century. Nineteen No.1 central documents with the theme of "agriculture, countryside and farmers" were issued from 2004 to 2022, which on the one hand showed the important position of agriculture, and on the other hand pointed out a green development path for agriculture and rural areas. "Attaching importance to agriculture and consolidating the foundation of agriculture has always been the key to consolidating the foundation for the people." The construction of rural ecological civilization is not only an important part of comprehensively promoting the revitalization of the countryside, but also an integral part of strengthening the construction of ecological civilization. In the past, in order to promote the growth of rural economy, some areas adopted the practice of reclaiming grassland, filling lakes and making land, or transferring industries with large environmental damage and low economic benefits to the rural areas, causing serious damage to the land resources and water resources in the rural areas, which not only affected the production activities of the rural residents, but also affected the living environment, which was not conducive to the long-term development of the rural areas. With the continuous development of society, people have gradually realized that the relationship between the development of productive forces and the ecological environment is inseparable. Protecting and improving the ecological environment means developing productive forces, and "protecting the ecological environment means protecting productive forces, and improving the ecological environment means developing productive forces".[1] High-quality and high-yield agricultural products depend on a good ecological environment. "Ecological prosperity leads to civilized prosperity, while ecological decline leads to civilized decline." In the context of the new era, in order to better achieve the revitalization of the rural areas, focus should be laid on solving the environmental problems in rural areas, providing a better living environment for rural residents, enhancing people's happiness, and making greater contributions to the development of China's economy.

2.2 Ecological civilization construction is the inherent need of rural revitalization.

"Ecological livability is the inherent requirement of rural revitalization. The change from 'clean and tidy village' to 'ecological livability' reflects the improvement of rural ecological civilization construction quality and the pursuit of the broad masses of peasants for building beautiful homeland".[2] In 2018, the Opinions of the CPC Central Committee and the State Council on the Implementation of the Rural

Revitalization Strategy was issued, which made an overall arrangement for the overall promotion of the development of agricultural and rural modernization: "Strong agriculture is the foundation of strong China; beautiful countryside is the premise of beautiful China; and rich peasants are the prerequisite for a rich China." Obviously, the implementation of rural revitalization strategy is an important way to build a powerful socialist country with modernization. Rural revitalization covers industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization and organizational revitalization, among which ecological revitalization is the construction of ecological civilization. The construction of rural ecological civilization requires not only overall planning, reasonable layout and improvement of living conditions according to local conditions, but also taking into account the civilization of the local style, linking up with the times and integrating with the cities and towns, which is in need of the preservation of unique local customs, the creation of characteristic small towns, and the avoidance of similar scene in many villages. Local culture is the soft power of rural revitalization and an important means in the construction of ecological civilization. At the same time, environmental protection, low carbon and green are advocated in the ecological civilization. Under the theoretical guidance and constraint standard of the ecological civilization, the rural economy will be transformed to scientific and technological innovation and ecological economy, which has played a strong support for the revitalization of the countryside. [3] Guiding rural production and life with the concept of green development can not only promote rural prosperity, but also conform to the good wishes of the broad masses of the people to live in a beautiful environment. [4]

2.3 Strengthening the construction of rural ecological environment is the general measure to build a "beautiful China".

The establishment of "beautiful countryside" is the need to implement the spirit of the 19th National Congress and promote the construction of ecological civilization. At the 19th National Congress, it was clearly proposed to "build a beautiful China and create a good living environment for the people". The "Beautiful China" emphasizes the natural beauty and harmonious beauty of ecological civilization. In China, the countryside has a large area and a large population, so the construction of ecological civilization in the countryside is crucial to the realization of the goal of "beautiful China". Carrying out the activities of "beautiful countryside", focusing on promoting the construction of ecological agriculture, popularizing energy-saving and emission-reduction technologies, saving and protecting agricultural resources, and improving rural living environment are all important measures to implement the construction of ecological civilization and concrete actions to build a beautiful China in rural areas. Strengthening the construction of rural ecological civilization, promoting the construction of ecological habitat, ecological environment, ecological economy and ecological culture, and creating "beautiful countryside" suitable for living, industry and tourism, as the concept of new rural construction, are the inherent needs of rural scientific development to guide farmers to establish a correct ecological view and scientific concept of harmonious and sustainable development. Without green development in agriculture and rural areas, there would be no green development in China. Without the construction of beautiful countryside, a beautiful China will not be realized [5].

III. PROBLEMS IN THE CONSTRUCTION OF RURAL ECOLOGICAL CIVILIZATION

In order to better understand the problems existing in the process of rural ecological construction, especially the problems of farmers' ecological civilization, a survey was designed in this study for some rural areas in Shandong Province. Shandong Province is a major agricultural province, with the rural population accounting for about 40% of the total population in the province. Therefore, it has some reference significance for accelerating the construction of ecological progress in rural areas to understand the current situation of ecological civilization construction in the rural areas of Shandong Province.

A total of 756 questionnaires were collected in this survey, and 740 were valid ones, which met the statistical requirements. 63.51% were male and 36.49% were female. 25.68% of the respondents were 18-35 years old, 39.19% were 36-45 years old and 35.14% were over 46 years old. 41.89% of the respondents had junior high school education, 31.08% had senior high school education and 9.46% had college education. Village cadres accounted for 12.16%, ordinary villagers accounted for 87.84% (Fig. 1).

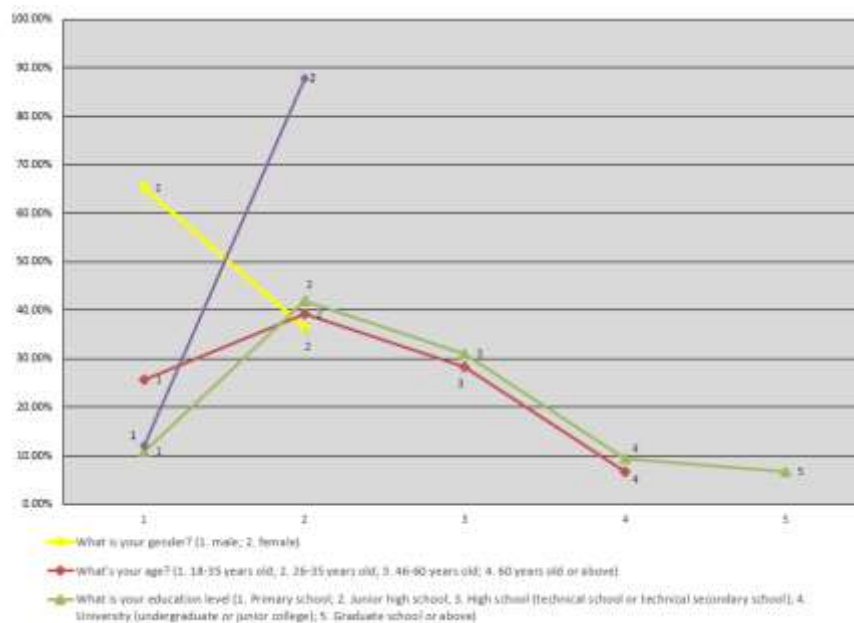


Fig. 1: Summary of basic information of research

The following conclusions are drawn from the investigation and analysis:

- 1) Farmers' awareness of ecological civilization needs to be improved

For the question "Do you know what ecological environment protection is?", 35.14% people answered that they knew completely, 60.81% people answered that they knew something, and 4.05% people answered that they didn't know (Fig. 2). As to the question "Do you think it is necessary to cultivate the awareness of ecological civilization of farmers?", 9.46% of farmers believed it is dispensable or even unnecessary (Fig. 3). Affected by traditional ideas and different levels of education, rural residents have weak awareness of ecological civilization construction and slow speed to accept new ideas and new concepts. Their focus is often put on obtaining economic benefits. Regarding the question "Do you agree

with the view that "resources are inexhaustible?" 86.49% of the respondents said they did not agree, but 13.51% of them agreed, indicating that there were still some farmers who do not care and pay attention to the shortage and waste of ecological resources in real life. When asked "Do you care about the ecological environment of your production and life", 2.7% of the farmers said they did not care. Regarding the question "What's your attitude towards using plastic bags?", 28.38% said they could not live without it, and 6.76% said they would use less if they charged a fee, and would use it normally if they did not charge (Fig. 4). In response to the question "Do you think that untreated animal manure will cause pollution to the atmosphere, water and soil?", 24.32% of the farmers said that they basically agreed, and 8.11% said they did not agree. The above problems reflect that the farmers' ecological awareness is low. On the one hand, it is due to the weakness of rural basic education and the insufficient reserve of cultural knowledge. On the other hand, it is due to the farmers' preference for intuitive things and their reluctance to further study the ideological concepts of ecological emotion and ecological awareness.

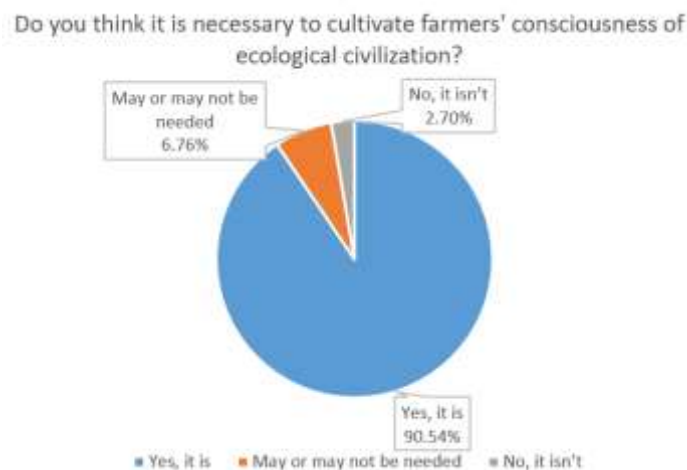


Fig. 2: Investigation on whether it is necessary to carry out ecological civilization cultivation

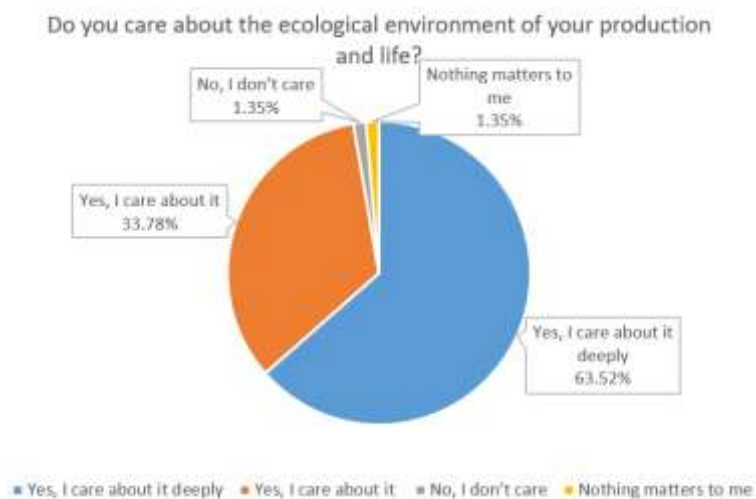


Fig. 3: Investigation on whether they care about the ecological environment.

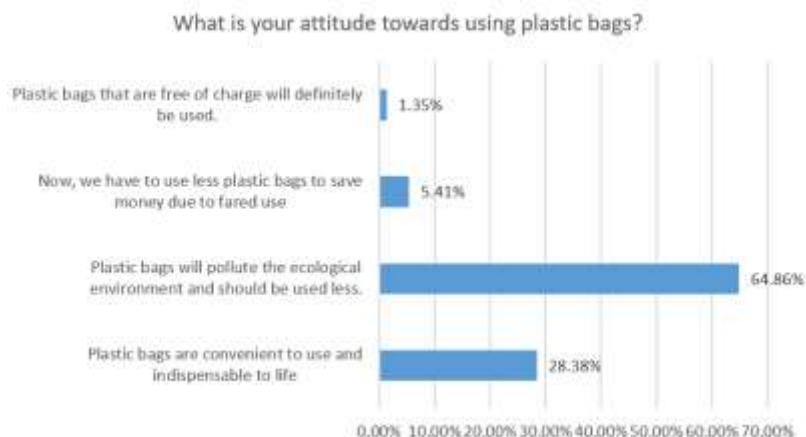


Fig. 4: Investigation on the use of plastic bags

2) Farmers' practice of ecological civilization needs to be improved

In the survey area, the majority of the left-behind population are middle-aged and elderly, with weak ecological awareness and low participation in ecological culture. When asked how to handle the agricultural plastic mulching film, 10.81% of the people said they would throw it away at random (as shown in Fig. 5). When asked, "If you have contaminated facilities built around you, will you call in a group of villagers to protest?" 20.27% of the villagers chose not to. For the question "If there is a pesticide that is effective in killing pests but highly toxic, will you use it?" 14.86% of the villagers said that they would use if they couldn't find more effective pesticides, 2.7% of the villagers said that others would use them, so I also used them, and 2.7% of the villagers said that they didn't eat them at home, so it didn't matter if they used them (Fig. 6). Hence, some farmers are not aware of the impact of pesticide residues on agricultural products and the harm to the human body in order to save expenses and maximize the benefits. For the question "What would you do if you saw domestic waste such as poultry waste dumping into a pond?" 33.78% of the villagers said they would report to the village committee, 6.76% of the villagers said they dared not stop it, and 5.4% of the villagers held the attitude of not caring about it (Fig. 7). These data show that some farmers' concept of environmental protection has not been fully implemented. They have turned a blind eye to some environmental pollution behaviors. The green social lifestyle and consumption concept have not been translated into farmers' conscious actions.



Fig. 5: Investigation on the use and disposal of agricultural plastic mulching film

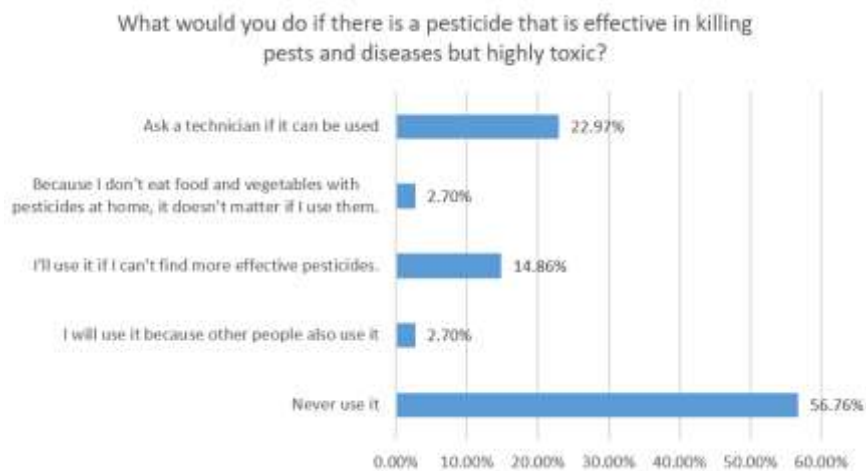


Fig. 6: Investigation on pesticide use

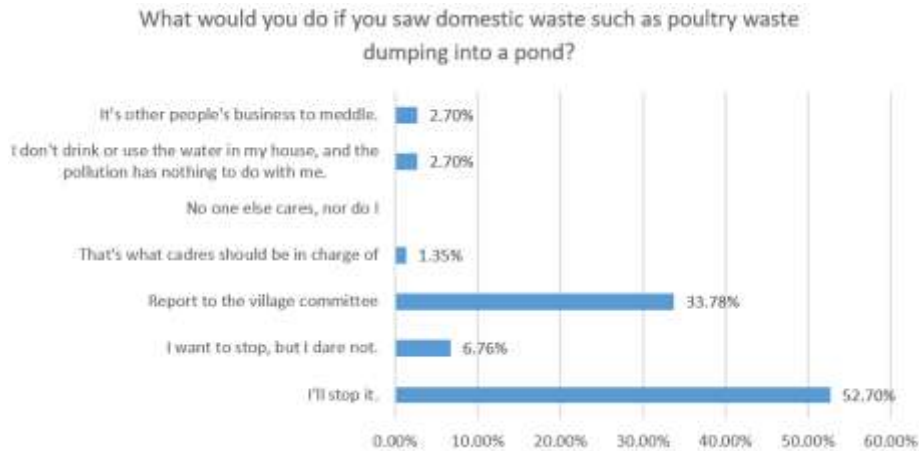


Fig. 7: Investigation on the practice of ecological civilization

3) Farmers' legal consciousness of ecological civilization needs to be improved.

Although China has issued the Environmental Protection Law of the People's Republic of China, it involves less specific prevention and control of rural ecological environment, and there is less publicity in rural areas, and the supervision system is still not perfect. When asked "Do you know that it is an illegal act to cultivate mountain forests without permission?" 5.41% of the villagers said they did not know. When asked, "What would you do if the environment you live in is polluted and you encounter environmental disputes?", 12.16% of the villagers said that they would negotiate privately, 6.76% of the villagers said that they had a bad luck and would bear it if they could, and only 18.92% of the villagers would seek the political and legal organs for help (Fig. 8), which is a kind of attitude of "rolling with the punches" and reflects the cultural psychology of the Chinese farmers of "pouring oil on troubled waters". All of the above reflect that farmers have low attention and expectation to the law, low popularization and utilization rate of rights protection tools, and farmers fail to give full play to their role in safeguarding their own environmental rights and interests.

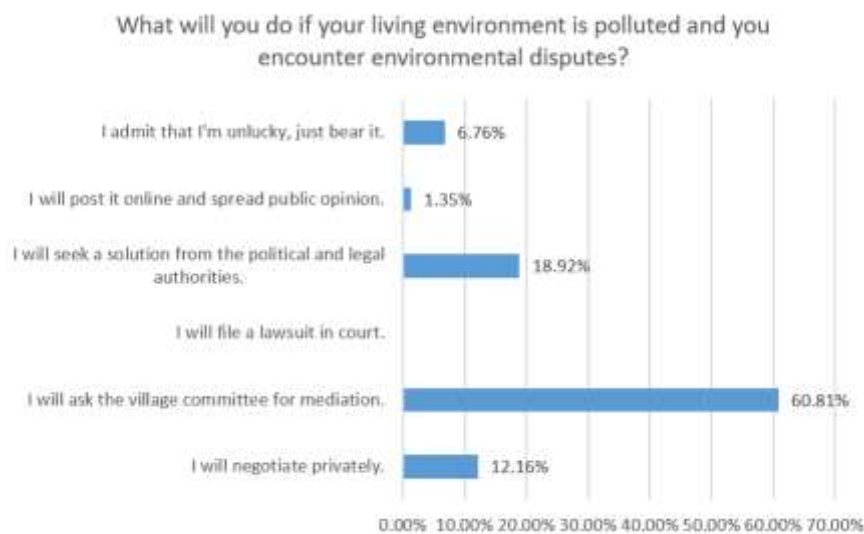


Fig. 8: Investigation on legal awareness

4) The publicity of environmental protection in rural areas needs to be strengthened

Due to the fact that the propaganda of ecological civilization in rural areas mainly depends on the town and village cadres and is influenced by various subjective and objective factors, the propaganda efforts are insufficient and the propaganda methods are simple, which results in the peasants having little knowledge of ecological civilization. In the survey, it was found that 18.92% of the villagers never or rarely participated in environmental education activities, and 45.95% of the villagers watched environmental protection movies (Fig. 9). Their access to environmental knowledge is mainly through television, followed by government propaganda and online media, with only 22% being promoted by professional technicians and 18% by school education (Fig. 10). Thus it is clear that there are obvious deficiencies in the propaganda work of rural ecological civilization by local governments, environmental protection departments and education departments.

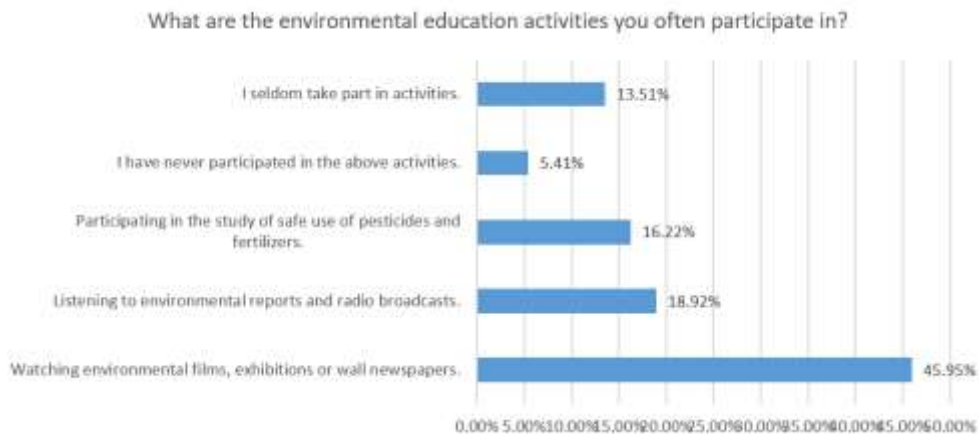


Fig. 9: Investigation on farmers' participation in ecological civilization education activities

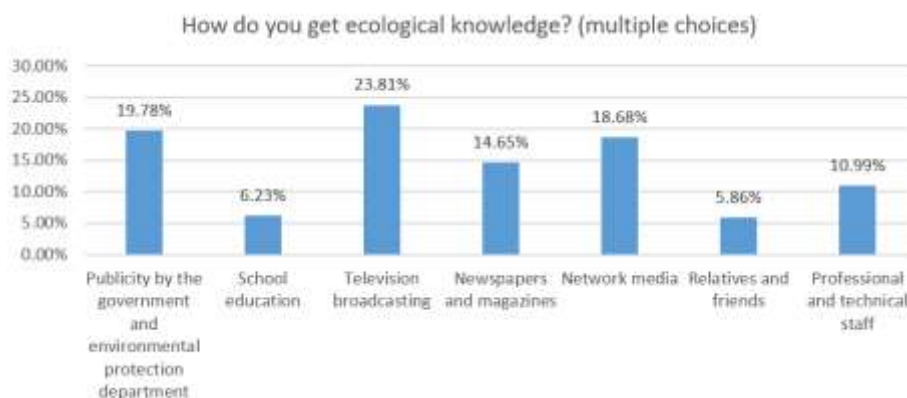


Fig. 10: Investigation on the channels for acquiring knowledge of ecological civilization

When asked about "the main treatment methods of domestic waste in your village", 2.3% of them said that the wastes were dumped randomly, 15.62% said that the wastes were able to be treated separately, and 12.81% said that the wastes were transported by special personnel in the village (Fig. 11). The above data reflect that the farmers know little about the scientific methods of garbage disposal, there is a lack of garbage collection personnel and garbage disposal sites, and the government's propaganda and guidance

work is far from meeting the actual needs.

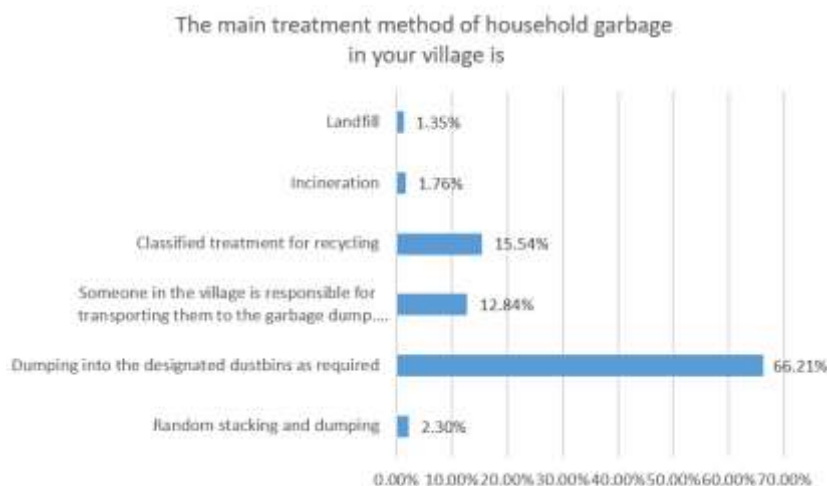


Fig. 11: Investigation on domestic waste treatment methods

IV. Ways to Promote the Construction of Rural Ecological Civilization

4.1 Bring the main role of education into play and form the internal driving force of ecological civilization construction.

Farmers, as the main body in rural areas, are the main force in the construction of ecological civilization. Without the active participation of farmers, the construction of ecological civilization can hardly progress by leaps and bounds. So, it is an important content of ecological civilization construction to improve ecological civilization education. First, education channels should be broadened to educate farmers and their children through three aspects: school, society and family. In school education, classes can be set up and community activities can be increased to form a communication model of mutual help and assistance. In social education, it should be spread through convenient and acceptable channels in a fragmented way, and the network platform should be used to set an example and increase influence and guidance. In family education, words and deeds should be encouraged. Second, emotional education should be used to stimulate farmers' sense of ecological identity, because a good environmental atmosphere can make people relaxed and happy, thus enhancing their inner ecological cultural accomplishment and moral accomplishment. Through the implementation of road construction, cultural square construction, housing renovation, toilet renovation and other projects, the elevation renovation, water environment renovation and landscaping should be carried out to improve the service function of the village, improve the living conditions of the residents, improve the livable level of the village, and realize all-weather sanitation in the village, so as to enable the majority of farmers to have more sense of gain and happiness.

4.2 Improve laws and regulations and provide institutional guarantee for the construction of ecological civilization.

First of all, in the construction of ecological civilization in rural areas, corresponding systems should be gradually improved according to the actual situation, and corresponding laws and regulations should be formulated, so that the ecological construction in rural areas can be supported by sound policies and laws, with rules and laws to follow, so as to smoothly carry out the improvement and construction of the ecological environment. Secondly, the popularization of legal knowledge should be improved to promote farmers to learn how to use the law and to improve the legal literacy of cadres and the masses. Finally, a high-efficient law enforcement and supervision mechanism should be established. According to the characteristics of rural production and life, the rural ecological environment supervision system should be improved, the law enforcement standards and procedures should be clarified, the law enforcement supervision mechanism should be improved, and the fairness and justice of law enforcement should be promoted.

4.3 Set up the concept of "great environmental protection" and strengthen the propaganda and education penetration of ecological civilization construction

First, the construction of ecological civilization is a "national well-being" to be passed on to future generations and the greatest welfare for people's livelihood. Therefore, all sectors of society should be called upon to set up a pattern of ecological "big environmental protection". It is necessary to let farmers know that ecological construction is an effective way to promote a healthy life and an integral part of building a "beautiful home" and a "beautiful China" around "grasping ecology around rural economic development and doing a good job to promote rural economic development". Second, the level and acceptance ability of the peasant masses should be understood in combination with the propaganda nodes such as weddings, holidays, etc. in a way that is easy to understand, diverse in forms, catchy and humorous, so as to spread the popular knowledge of environmental protection to thousands of households in the form that the masses love, and change "I was forced to be environmentally friendly" into "I want to be environmentally friendly". Third, the construction of rural ecological civilization propaganda team should be strengthened through the use of cadre exchanges, temporary positions, internships and other forms, to strengthen business training, innovative forms of work, and lay a solid foundation for rural ecological civilization propaganda.

Although farmers have some sense of judgment on environmental protection issues with the promotion of rural revitalization strategy, there are still many problems affected by the level of economic development, education and existing environmental protection resources. Only by strengthening the education of ecological civilization, the propaganda of ecological civilization and the construction of legal system can the construction of rural ecological civilization be effectively promoted. Without the construction of rural ecological civilization and the improvement of rural ecological environment, there would be no improvement of China's ecological environment.

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