

# Exploration of Rural Development Potential Under the Strategy of Rural Vitalization in China

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## ABSTRACT

Hangzhou is the capital of Zhejiang province, which is the only demonstration province of rural vitalization in China. With its good digital economy, ecological environment and organizational foundation, Hangzhou has unique advantages. Through three-stage sampling, we select three typical urban-rural districts in Hangzhou, namely Yuhang, Xiaoshan and Fuyang, as the key research objects. We use Qualitative Comparative Analysis to obtain 37 factors influencing the village vitality and construct the evaluation index system of four dimensions: "Village construction", "Guidance and control", "Check and examination" and "Personnel condition". After field research, we quantitatively evaluate the implementation status of 30 sample villages. Finally, we also employ interviews to verify the evaluation system.

**Keywords:** rural vitalization; Qualitative Comparative Analysis (QCA); evaluation index system

## 1. INTRODUCTION

Rural development has always played a very important role in the process of China's development, among which the "three dimensional rural issue" is the most important one. "Three dimensional rural issue" is the inevitable outcome of the transition from agricultural civilization to industrial civilization, and it is a problem around countryside, agriculture and peasant. In order to solve the problem of "three dimensional rural issue" which has puzzled the countryside for many years, China has put forward the strategy of rural vitalization to realize rural modernization. Presently, a lot of scholars have studied rural governance. Zhang, Xiao, & Xie point out that there are two problems in the operation of grassroots power cells: the alienation of the relationship between the rural cadres and the masses and the formalization [1].

Dang believes that the relationship between the grassroots power cells and the villager's autonomy organization has always been based on the traditional "administrative domination", and the phenomenon that the villager's autonomy organization is built on stilts from time to time, and there is a certain power conflict between the two [2].

Y. Xu and Z.Y. Xu point out that in the face of the increasingly diversified villager's autonomy organization, the contemporary rural grassroots power cells must improve their guiding ability, creative ability, specification capability and integration ability, so as to improve the basis of governance and stabilize the status of the grassroots power cells in the minds of villagers [3].

It is not hard to find that scholars' research on rural vitalization is not thorough and comprehensive, mostly remaining in one or several aspects of such issues as economy, policy, environment and so on. Based on this, this paper puts forward a more comprehensive evaluation

system to promote the solution of "three dimensional rural issue". After verification, this evaluation system is not only applicable to the selected sample areas, but also to other rural areas in China, which has a positive role in promoting the research of rural development.

## 2. IMPLEMENTATION

### 2.1. Framework of research thinking

First of all, we take a single village as the research object. Then we use QCA method [4-5] to determine the variable factors that have a significant impact on rural development, and use the combination of Analysis Hierarchy Process(AHP) [6-9] and entropy method combined with subjective and objective weighting method to determine the weight of each influencing factor and build a preliminary system. In order to improve the evaluation system, we interview the administrative staff and villagers, and collect the feedback data. Finally, in order to verify the correctness of the established system, several villages outside the sample are selected for evaluation.

### 2.2. Quantitative Analysis: exploring the current situation of rural vitalization

#### 2.2.1. Setting of indicators and weights

In this paper, the four indicators of "Village construction", "Guidance and control", "Check and examination" and "Personnel condition" are set up, which are divided into 37

factors. The specific meanings of these indicators are as follows:

1. "Village construction": we mainly investigate the activity organizing capacity, publicizing capacity, economic construction situation and infrastructure status of each village.
2. "Guidance and control": the main purpose is to investigate whether the organizations of each village listen to the opinions of villagers, whether there are serious contradictions between villagers and organizations.

3. "Check and examination": it mainly reflects the distribution of rights and interests within the village, the implementation of management, the actual vitality and the future development potential.

4. "Personnel condition": we investigate the personnel structure and treatment of organizations, as well as their future development plans for the village.

Then the weights of these 37 factors are obtained by QCA and AHP method.

**Table 1 Weight table of village evaluation index**

First grade	Second grade	Third grade indexes	Weight	Ranking
Village construction	Activity organization	Activity quantity	0.0245	20
		Villagers' recognition of the activities	0.0281	17
	Publicity	Percentage of participants	0.0209	22
		Types of publicity	0.0389	9
	Economic construction	Number of income generating projects	0.0201	23
		Per capita monthly income of villagers	0.0073	33
		Types of income sources of funds	0.0158	26
	Basic facilities	Activity room for the elderly	0.0045	37
		Renovation of public toilets	0.0068	34
		Road reconstruction	0.0076	32
		Garbage collection and treatment	0.0066	35
		Villagers' recognition	0.0054	36
Guidance and control	Counterpart-assistance	Organizations' understanding of the poor	0.0141	28
		Types of assistance	0.01	30
		Times of condolences to poor households	0.0108	29
	Public opinion	Number of public opinion solicitations	0.0445	6
		Types of public opinion solicitation	0.0376	10
	Villagers accreditation	Villagers' trust in organizations	0.0507	5
		Satisfaction with village construction	0.0581	2
	Degree of fusion	Between villagers and g organizations	0.0359	11
Check and examination	Equity allocation	Proportion of village construction funds	0.0277	18
		rights and interests in land distribution	0.0154	27
	The implement of management	Completion of project construction	0.01	30
		Problems in village construction	0.0211	21
		Number of problems solved with records	0.025	19
	Actual vitalization	Organizations' view of the vitality	0.0523	4
		Villagers' view of the vitality	0.0555	3
	Development potential	Number of self established organizations	0.0341	13
		Proportion of investment	0.0346	12
		Government support	0.02	24
Personnel condition	Diathesis	Proportion of higher education	0.0439	7
	Structure	Average age of staff in organizations	0.0299	15
		Investing in infrastructure construction	0.0289	16
		Personnel structure arrangement	0.0399	8
		Proportion of women in organizations	0.02	24
	Treatment	Welfare and benefits of organizations	0.0311	14
	Sustainable	Future development plan	0.0624	1

**2.2.2. Evaluation results of reorganization and endogenous construction of selected villages**

According to the weight of each index, we calculate and rank the vitality index of the three selected regions and

villages. And the development status of 30 villages in hangzhou can be researched and analyzed in detail.

In Table 2, the scores and rankings of the development status of each village are described. Among them, Hangmin village, Huanggongwang village and Fuchunjiang village rank in the top 3. Xingang village, Minglang village and Jinhua village rank 14th to 16th, with an overall rating of

average. Xiangxi village, Meilin village, Dinghe village rank in the last three, and their overall situation is poor. In addition, we carry out data analysis based on the four evaluation indexes for each village, and find that the villages with high scores in the target level of " Village construction" are Hangmin village, Huanggongwang village and Fuchunjiang village, which also score higher in

the target level of " Guidance and control". The villages with high scores in the target level of " Check and examination" are Hangmin village, Qingfeng village and Liangzhu village. Huanggongwang village, Fuchunjiang village and Hangmin village scored higher in the target level of "Personnel condition".

**Table 2 Comprehensive score and ranking of development status of 30 villages**

City and county	Town/street/township	Village	Score	Ranking
Xiaoshan district	Guali town	Dongen village	73.853	13
		Hangmin village	95.001	1
		Minglang village	70.940	15
		Meilin village	55.212	29
		Yonglian village	75.668	12
		Qunvi village	62.113	26
		Jinhua village	69.769	16
	Kaiyuan village	64.307	23	
	Dangwan town	Qingfeng village	90.632	4
		Meidong village	68.058	19
Jingjiang street	Ganlu village	84.345	6	
	Guangming village	80.162	8	
Yuhang district	Liangzhu street	Liangzhu village	89.240	5
		Xingang village	72.988	14
		Gangnan village	81.659	7
		Xunshan village	62.830	24
	Tangxi town	Tangxi village	69.413	17
		Dingshanhe village	77.155	11
		Dinghe village	55.619	28
	Yunhe street	Luoshiqiao village	79.795	9
		Hangnan village	68.343	18
Fuyang district	Dongzhou street	Huanggongwang village	92.322	2
		Fuchunjiang village	91.519	3
	Xindeng town	Xiangxi village	54.335	30
		Shuangmiao village	61.525	27
		Wuliqiao village	65.506	21
		Changdong village	66.514	20
	Tangkou town	Dongziguan village	78.619	10
		Lianqun village	62.160	25
		Yesheng village	64.754	22

**2.3. Qualitative analysis: in-depth analysis based on questionnaire**

**2.3.1. Setting of indicators and weights**

**2.3.1.1. Basic characteristics of villagers.**

According to the analysis of the questionnaire, the proportion of men and women in the surveyed villagers is balanced, accounting for about half of each, and the ages are mainly distributed between 31-45 years old and over 55 years old. Most of the respondents have a low education level, only junior college or below, and the most

occupations are farmers. More than half of the respondents have a monthly income range of 3000-8000 RMB.

**2.3.1.2. Descriptive analysis of villagers' Cognition**

First, we investigate the villagers' awareness of the village. The questionnaire shows that the villagers have a low understanding and low concern about the village organization construction, which indicates that the propaganda of the two committees is insufficient in the process of the village revitalization. Lu & Dai claim that the most important content of democratic supervision involves ways of opinion expressing, the relation between cadres and masses, and the corruption of cadres, which will directly affect the breadth and depth of villagers' democratic supervision [10]. Good social propaganda is conducive to

promoting the organization and construction of the villages, maximize social consensus, enhancing the cohesion of villages, and constantly improving the degree of support and satisfaction of villagers for the organization and construction of projects in villages.

On the other hand, it also shows that the supervision on the work of the two committees in the process of village construction is still low and the transparency of the work of the two committees is also low. Greater supervision strength is not only favorable to reinforce the two committees' self-restraint and improve the efficiency of the village construction, but also to promote the development of rural customs. And a higher degree of transparency in the construction of the village is conducive to enhancing the villagers' confidence in the construction of the village and their trust in the leading cadres, arousing the villagers' participation in the construction of the village, stimulating the inner potential of the village, and making the villagers become the truest and most objective supervisors and evaluators in the process of the construction of the village. Second, we investigate the villagers' autonomy in the village. In the process of village construction, to a certain extent, villagers' autonomy has been realized, and villagers have a certain sense of self-management and self-restraint. As the relevant management departments still occupy the leading power of village governance, the implementation of villagers' autonomy is still lacking. In order to provide more space for rural self-government and stimulate its own development vitality, villagers should be allowed to occupy the dominant power in the self-government system.

Third, we investigate the village management department. Since the implementation of rural revitalization, the village construction has been more fully affirmed. With the continuous revitalization of the countryside, college student village officials are constantly respected and trained, and the quality of the "village officials" team is constantly improved. From the side, it also shows the villagers' confidence in the construction of government administrations.

### *2.3.2. Government administrations' cognition and willingness to rural construction: integral analysis*

#### *2.3.2.1. The basic characteristics of the staff in the government administration*

The analysis of the questionnaire shows that the proportion of men and women in the government administrations workers surveyed is balanced, accounting for about half of each. The age is mainly distributed between 31-45 years old, which indicates that the people in the government administrations are younger. The education level of the respondents is higher than that of the villagers, most of them are senior high school or technical secondary school or above. The respondents generally have multiple identities in their organizations.

#### *2.3.2.2. Descriptive analysis of workers in government administrations*

Organization workers believe that there are two reasons for the difficulty of solving the problems in the village: the difficulty of solving the problem is great and the support of the township government is low. The difficulty of solving this problem shows that there are some intractable and deep-rooted problems in the village, which may require the two committees to continuously promote organizational reform and innovation to tackle the difficulties for a long time. The low degree of support of township government is reflected in two aspects: first, the support of township government is still insufficient, and the government should pay more attention to the village construction, such as strengthening the financial support for the village construction projects, and implementing the preferential policies for the poor villages of collective economy to promote the Rural Revitalization; second, the village construction is still unable to fully rely on itself Internal promotion, not all villages can achieve the village collective economy to support the village construction, but need the corresponding level of government support and promotion. The group of the two committees of the village shall actively develop the collective economy in the village, promote the cooperation between the village and the enterprise or implement measures such as project introduction.

Although there are still many problems in the village, the grass-roots workers are willing to actively participate in the grass-roots construction to help the Rural Revitalization. Chen and Tang believe that democratic management, in addition to the daily management of production activities, should gradually shift to the implementation of targeted poverty alleviation, industrial development and popularization of villager autonomy [11].

In addition, from the perspective of village infrastructure, it can be seen that with the deepening of policies such as beautiful countryside, revolution in lavatories and comprehensive management of small towns, the poor environment and the infrastructure in rural areas is constantly improved, but there is still room for continuous improvement. The phenomenon of "half-way project" exists in the process of rural reconstruction and construction in some villages. Projects are at a standstill. The village two committees shall reduce the number of vanity projects and government achievement projects that occur in order to complete the tasks or rank competitions and should attach great importance to the actual construction results of the villages, and increase the collective economic income of the villages.

## **3. SUMMARY**

The development of Rural Revitalization is inseparable from the common efforts of villagers, government administrations workers and the government. Based on the above multi-faceted survey results, we suggest that from the perspective of administrative departments and villagers, we

should work together to clarify the role of each subject and deepen the responsibility and obligation awareness of each subject. Administrative departments should be good promoters of construction, guardians of rural development and helpers in the process of rural operation, and villagers should be good supervisors of reform. Only by turning the two forces into a joint force, can we continuously improve the resource endowment structure of the village, stimulate the endogenous development vitality of the village, further radiate the new vitality of rural economic development, and promote the great purpose of rural vitalization.

#### 4. CONCLUSION

In the research and practice, Suggestions to improve rural vitality are as follows: township governments should play a guiding role in the work of villagers' committees, support and help villagers' committees to carry out related work while giving villagers space for independent autonomy. Primary-level Party organizations should focus on improving their decision-making ability and strengthen the control of decision-making quality. The village committee should effectively manage the affairs in the village to ensure that all activities are carried out smoothly. As groups performing certain social functions, other grass-roots organizations in rural areas should play an active role in politics, economy, culture and other aspects. As a major part of rural revitalization, villagers should take the initiative to grow up together with the new era and become strong supervisors of rural autonomy.

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