

Research on the practical path of rural revitalization under the background of domestic cycle

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Abstract: The new development stage with the domestic cycle as the main body requires domestic demand to drive economic growth, and rural revitalization is an important part of building a domestic economic cycle. This paper analyzes the blocking points and their significance in the domestic production, circulation, distribution and consumption of rural revitalization, so as to promote the effective connection with the domestic circulation system. To realize the positive interaction between rural revitalization and the domestic cycle, it is necessary to use technology to empower agricultural modernization, accelerate the construction of a modern circulation system, and promote the upgrading of rural consumption structure, and finally promote agricultural and rural modernization, so that rural revitalization can be better integrated into the new pattern of dual-cycle development building.

Keywords: Domestic circulation, Rural revitalization, Domestic consumption

1. Introduction

Accelerating the construction of a new development pattern with the domestic cycle as the main body and the domestic and international dual cycles promoting each other is a major strategic task related to the overall development of our country. With the continuous spread of the new crown pneumonia epidemic, the domestic and foreign economies have been greatly affected, and the continuous impact of the Sino-US trade war has also hindered the development of China's foreign trade. Uncertain risks and constraints in the international market have grown, and the global industrial chain and supply chain have been strongly impacted and have entered a stage of reconstruction. There is an urgent need to accelerate the construction of a new development pattern dominated by the domestic cycle. Facing China with a population of 1.4 billion, there is a strong domestic market for domestic consumption. Therefore, it is necessary to fully stimulate the potential of the domestic market, especially the rural market, to promote a new development pattern from a higher development goal, to achieve rural modernization, and to promote the implementation of the rural revitalization strategy. In theory, clarify the internal logical relationship between rural revitalization and the domestic cycle. The two promote each other and complement each other. This relationship is mainly reflected in the transformation and upgrading of the rural industrial structure and the stimulation of the potential of the rural consumer market in the process of building a new dual-cycle development pattern.

2. Methodology

Facing the impact of the Sino-US trade war, the new crown pneumonia epidemic and the slow development of the global economy, my country's economic development is in a state of internal and external troubles. At the seventh meeting of the Central Financial and Economic Commission on March 10, General Secretary Xi Jinping pointed out, "The smoother the domestic circulation is, the more gravitational fields can be formed on the global resource elements, and the more conducive to the construction of domestic circulation as the main body, domestic and international dual circulation mutual interaction. The new development pattern promoted", clearly put forward the concept of "new development pattern" [1]. In a new stage of development with great changes unseen in a century, the Chinese nation has always led the entire people on the road of prosperity and innovation. The strategic requirement of building a new development pattern is the only way to promote the comprehensive development of China's economy and society. It is an important path choice for a modernist and powerful country. The new development pattern includes the development pattern of domestic and international dual circulation. To realize the domestic economic cycle, we must focus on opening up the blocking

points of production, distribution, circulation and consumption in rural areas. Reform and opening up has opened the door for China to the world, and has always adhered to the basic national policy of opening up to the outside world. However, with the rise of trade protectionism against globalization, the importance of the domestic economic cycle has become more and more obvious, and the promotion of domestic demand growth is also important. Becoming an important measure for the current economic development. Therefore, it is necessary to make full use of my country's domestic market, to expand domestic demand as the driving force, and internal consumption to promote the smooth development of the internal cycle of the economy. As an important basis for the domestic cycle, rural consumption demand not only has a solid foundation, a huge scale, a wide range of fields and many types, especially after the 18th National Congress of the Communist Party of China, with the implementation of the rural revitalization strategy, rural consumption demand has changed from the past. The subsistence consumption of China has gradually transformed into developmental consumption, and rural residents have also become the driving force for promoting the internal circulation of the economy.

Rural needs exist in the implementation of the rural revitalization strategy, so it is necessary to coordinate the development of the rural revitalization strategy and the new dual-cycle development pattern. From the perspective of national strategy and top-level design, it is to take the comprehensive promotion of rural revitalization as the focus and important path to build a new dual-cycle development pattern, and to coordinately promote rural revitalization and the embedded development of the domestic cycle. At present, there are few studies on the internal connection and practical paths of the domestic cycle and rural revitalization, and there is a lack of systematic research. Therefore, the following aspects can be discussed. First, the realization of the first centenary goal marks the completion of my country's comprehensive construction. A moderately prosperous society, the overall victory in the battle against poverty has also enabled our party to go one step further on the road of leading all people to achieve common prosperity. In the face of the large per capita income gap between urban and rural residents, how to further realize the integration of urban and rural areas and promote the integration of urban and rural development is still an important task for rural work in the future. Second, for the challenges brought by globalization, rural revitalization plays a role as a ballast stone, and is also an important link in the formation of a strong domestic market in the construction of a large domestic circulation pattern. Only by comprehensively promoting the rural revitalization strategy can it be better released, and cultivate rural consumer demand. Therefore, it is necessary to make full use of the advantages of my country's market resources, and consider how to promote the upgrading of rural consumption and speed up the process of building a new development pattern. Third, industrial transformation and upgrading are inseparable from the support of science and technology. Building a strong country in science and technology is a necessary way to develop with the times. Breaking through the international blockade of key technologies and solving "stuck neck" technologies will promote the development of a large domestic cycle. important means. In order to create new demand, it is necessary to be driven by innovation and high-quality development, and to empower rural revitalization with technology. However, most of the industrial chains in rural areas are at the middle and low end. In the development pattern, the gap between urban and rural areas will further widen. Based on this, this article will focus on discussing the relationship between rural revitalization and the domestic cycle and the practical path of rural revitalization under the background of building a domestic cycle, promoting urban-rural integration and urban-rural integration, revitalizing rural industries to drive rural consumption, and achieving high-quality rural areas. Development and construction of modern rural areas. Solve the contradiction between the lack of domestic demand in rural areas and the potential consumer market, and the development of domestic demand will drive the internal economic cycle.

3. Results

Chinese long-term urban-rural dual structure makes rural development still lagging behind, and the imbalance of consumption structure and the low quality of consumption are the main manifestations [2]. Rural revitalization is the basis for building a domestic cycle of development, and expanding the consumption demand of rural residents is an important link in building a domestic cycle. As General Secretary Xi Jinping pointed out, it is necessary to "give full play to the advantages of the domestic super-large market, and add impetus to my country's economic development by prospering the domestic economy and smoothing the domestic cycle" [3]. The domestic cycle is mainly composed of production, circulation, distribution, and consumption.

3.1. The link of production

The domestic production cycle refers to the whole process of production, including the acquisition of raw materials and the processing of products, which are mainly carried out in the country, and agricultural production is an important part of it [4]. With the spread of the new crown epidemic in the world in recent years, global food prices have also soared, but my country's abundant supply of food and agricultural products and stable prices also fully reflect the stability of my country's food security. In 2021, China's per capita food possession is 483 kilograms, while the per capita ration consumption is less than 200 kilograms. According to official data, China is fully capable of securing its own "rice bowl". However, there are still some problems in the production of agricultural products in our country. First, in the face of the population base of more than one billion and the population that is increasing year by year, the food consumption of residents increases accordingly, and the existing arable land resources and water resources continue to decrease. Safety is constrained by the rigid production conditions. Although the grain output is sufficient, it still faces technical difficulties to further increase it. Second, China is still dominated by traditional agriculture grown by small farmers. Although it is transitioning to the modern agricultural stage, small-scale operations and side-by-side operations are still the main problem. The management mode makes the specialization and standardization of agricultural planting insufficient. The production volume of some high-quality agricultural products is not enough to meet the market demand, and it still needs to be supplemented by imports from other countries. Third, in many rural areas of our country, there is a serious shortage of front-line technical guidance forces for agricultural production, there is a surplus of low-quality and low-skilled agricultural labor, and a shortage of high-quality and high-skilled labor. The upgrading of low-end agriculture to high-end agriculture is hindered by the technical level of labor. . In the process of agricultural development, China should make reasonable use of its own agricultural resources, build a digital platform, and comprehensively control the market information of agricultural products. Empowering agricultural development with technology can not only control the output and quality of agricultural products, but also provide raw materials for industrial development and promote the domestic economic cycle.

3.2. The link of Distribution

Distribution is the intermediate link connecting production and consumption. Production determines distribution, and distribution also affects the consumption demand of residents. The distribution link of the domestic cycle is mainly reflected in income distribution. Affected by regional and urban-rural differences, as well as imperfect primary distribution, redistribution and tertiary distribution, the per capita income gap between urban and rural residents has been reduced, but there is still a certain gap. Equity is also what drives the common prosperity of all people. In terms of primary distribution, it can be divided into two principles: distribution according to labor and distribution according to factors of production. Under the influence of market regulation, the per capita income of urban and rural residents has a gap. In order to eliminate the inequity existing in the primary distribution, the government adjusts the income of rural residents through financial and taxation, internal transfer income and expenditure and other security means in the redistribution, and provides economic support for the realization of the goal of common prosperity and distribution justice. In places where the market and the government cannot control, the third distribution needs to be supplemented. By learning from the successful experience of Western countries in public welfare undertakings, social forces can be used to improve the income of rural residents. Drive the wealth afterward, and finally realize the value pursuit of common prosperity. Rural revitalization is the only way to achieve common prosperity. We always insist on ensuring the income of rural residents, and promote the implementation of the five-in-one development strategy of rural revitalization, so that the results of reform and development can benefit all people more and more equitably. The socialist system with Chinese characteristics takes advantage of the system by handling the relationship between the state, government and society, develops and improves the income distribution system with high quality, and unblocks the domestic circulation.

3.3. The link of Circulation

As an important link connecting the production end and the consumption end, the circulation system occupies a very important position in the process of agricultural product transportation and promotion. my country's agricultural products have to go through multiple links in the circulation, and agricultural products are also faced with problems such as long transportation time and high damage rate. Facing the multi-link circulation chain from producers to consumers, the refrigeration and preservation technology of agricultural products is very important, and cold chain logistics has always been the bottleneck of my

country's logistics development. Compared with developed countries, the average loss rate of refrigerated preservation and commercialization of agricultural products after harvesting in my country is even 3 to 5 times higher. Cold chain preservation and product transportation costs also lead to an increase in the cost of the entire circulation process, which not only affects the freshness of agricultural products, but also reduces the competitiveness of product exports. To sum up, cold chain logistics transportation is an important problem that needs to be solved urgently in the circulation of agricultural products, and the development of cold chain logistics is inseparable from transportation. For this reason, my country should further improve the transportation network to ensure the smooth connection of cold chain logistics systems in various places., to promote the development of transportation hubs. Nowadays, big data informatization is developing rapidly, and big data is also used in various industries. However, the network information platform has not been widely accepted in rural areas, and the agricultural product market is affected by the lack of timely information collection and release. The acceptance of this new type of service is related. Faced with the collection, processing, sorting and publishing of market transaction information of agricultural products, most rural merchants cannot really play the guiding service function of market information due to lack of experience, and the circulation of agricultural product information lags behind. In order to promote the direct connection between the production end and the consumer end, and solve the problems of difficulty, high cost, and low efficiency faced by farmers in information services, a new circulation model, namely the connection between agricultural and consumer products, has been created, which can get rid of the problems caused by middlemen. The price increase and the excessive circulation chain have improved the circulation efficiency. At the same time, we should vigorously promote the development of the agricultural product processing industry and the food industry, reduce the pressure on refrigeration and preservation of agricultural products, and promote the diversification of product types.

3.4. The link of Consumption

The ultimate purpose of production is to attract consumers to consume, and the potential consumption capacity of the rural market is a huge driving force for internal circulation. With the overall victory of economic development and poverty alleviation, the income level of rural residents has been continuously improved, and the demand for commodities and the level of consumption have also increased accordingly. However, the products in the rural market are relatively homogeneous and are mostly low-end products, which are difficult to meet. Consumers are increasingly demanding products, so there is a huge gap in the rural consumer market. Faced with the current situation where supply cannot keep up with demand, the government must implement policies to benefit and enrich farmers, so that rural residents can enjoy the same quality goods and services as urban residents. With the widespread popularity of rural mobile network coverage and infrastructure construction, new consumption methods such as online shopping and mobile payment are developing rapidly in rural areas. In 2021, the national rural online retail sales will reach 2.05 trillion yuan, and the rural retail sales of consumer goods will be 5,926.5 billion yuan. Rural residents will also gradually change from living consumption to diversified consumption such as green consumption and personalized consumption. In terms of production and consumption, there is still a lot of room for rural infrastructure and the popularity of digital platforms compared to cities. The government has provided impetus for the local production materials consumption market by improving infrastructure such as roads, electricity, water conservancy and sanitation in rural areas. In terms of living consumption, the per capita living expenditure of rural residents has increased due to the development of urbanization, but the consumption capacity of urban residents is still insufficient. The government should vigorously promote the development of rural industries, provide employment opportunities for local residents, and at the same time raise the income level of residents, so as to give full play to the traction role of consumption in the economic cycle.

4. Discuss

In the construction of a new development pattern with the domestic cycle as the main body, comprehensively promote the rural revitalization strategy, promote the modernization of urban-rural integrated development, and promote the comprehensive improvement of rural development and governance capabilities, so as to realize the coordinated advancement of rural revitalization and urban-rural integration. Realize the green and sustainable development of rural areas.

4.1. Digital technology empowers agricultural modernization

In the new development pattern based on the implementation of the domestic cycle, rural areas provide urban and rural residents with production materials such as fruits, vegetables and grains, and also provide basic raw materials for industries. It can be said that agriculture has guaranteed the material needs of people's lives. my country's grain output is not only self-sufficient, but also exported to foreign countries. my country's status as a major agricultural country is beyond doubt, but there are still many restrictions to develop into an "agricultural power". Compared with other countries such as Europe and the United States, which have applied science and technology to agriculture to improve efficiency and reduce personnel expenditure, China's agriculture is still based on the traditional farming method based on small-scale farmers. To achieve rural revitalization, industrial revitalization is a key step, and digital transformation plays a crucial role in the current development of agricultural modernization. Especially in the context of realizing the first centenary goal and facing the realization of the second centenary goal-common prosperity, the development of digital rural areas is imperative.

Digitalization empowers rural revitalization, mainly through digitalization to promote the development of agricultural technology, promote the integration of urban and rural development, and finally realize the modernization of agriculture and rural areas and the modernization of rural governance systems and governance capabilities. Its specific realization path can be carried out from three aspects. First, it is necessary to break through the core technology, strengthen technology research and development in agriculture, and especially solve the problem of self-sufficiency in seeds. At the same time, the government should also provide policy guarantees for technical research and other issues, and protect the intellectual property rights of products. Secondly, we must attach importance to the training of talents returning to the village and realize the modernization of rural governance. Pay attention to the introduction of talents, attract lost talents back to the village through new industries, and at the same time guarantee the salary treatment of high-quality human capital, and provide internal incentives for talents. The most important thing is to let digital technology enter the rural grass-roots level, so that rural residents have a basic understanding of big data and digitalization, become information disseminators in today's information age, and promote the increase in the scale of digital rural governance. Finally, it is necessary to promote the flow of information elements between urban and rural areas. With the development of supporting infrastructure and Internet technology, the digital countryside has shortened the gap between urban and rural residents, and network information has also made information exchange between urban and rural areas smooth and rapid. Agricultural digitalization uses high-tech technologies such as big data, 5G and artificial intelligence to ensure the fresh-keeping and transportation of agricultural products, enabling farmers to capture market information in the supply chain to meet the diverse needs of urban residents and find a new way to sell online.

4.2. Accelerate the construction of a modern circulation system

The modern circulation system covers a wide range and involves many fields, including hardware facilities such as infrastructure, technical equipment and operation sites, as well as software including research and development, supply chain optimization, and standard formulation. The key point of deepening the reform of the circulation system in the new era is to Accelerate the construction of a modern circulation system. With the rapid development of Internet technology and digitization, various types of science and technology are widely used in the transaction of agricultural products. The countryside not only exports labor, land and other production factors to the city, but also provides the agricultural products needed by the urban residents, but also provides the raw materials needed for the factories. Providing the quality of life of rural residents and improving the development level of rural modernization are inseparable from the construction of a modern circulation system.

A modern agricultural product circulation system can promote the effective connection between production and consumption through the network information platform, and promote the integration of agricultural market operators. Farmers adjust the type and area of agricultural products according to the feedback information, so as to grasp the current market information, arrange the production links of agricultural products, and reduce unnecessary losses. Combined with the development of the information network platform, the integrated formation of the circulation system has been promoted, and the main bodies of the decentralized and unorganized production, processing, circulation and consumption links have been linked, and a scientific and efficient agricultural product circulation system has been formed. At the same time, information technology will improve the logistics and transportation efficiency of agricultural products. The cold chain transportation of agricultural products has always been a bottleneck in the circulation process. By improving the transportation network and strengthening the construction

of infrastructure such as refrigerated and fresh-keeping warehouses, the resource allocation of cold chain agricultural products has been optimized. In general, the development of the modern circulation system is related to the degree of commercial and trade circulation between urban and rural areas. It is necessary to place rural areas in market economic activities to promote the effective connection of production and consumption links between urban and rural areas. In rural construction, we must pay attention to the protection of the loss of people and land, and we must continue to strengthen the construction and development of rural infrastructure and public services. Whether it is in terms of facilities or systems, we must strengthen the integrated development of urban and rural areas to provide a solid foundation for the long-term development of rural resources.

4.3. Promote the upgrading of rural consumption structure

China is in the process of transition from middle to high-income stage to high-income stage, but the consumption structure of rural residents is not equal to their income level, which also shows that rural consumption still has room for development. The Fifth Plenary Meeting of the 19th Central Committee of the Communist Party of China identified "forming a strong domestic market, building a new development pattern" and "prioritizing the development of agriculture and rural areas, and comprehensively promoting rural revitalization" as important strategic tasks during the "14th Five-Year Plan" period, emphasizing "exploiting urban and rural consumption markets"[5].

The consumption of rural residents is proportional to their income level. In order to promote the upgrading of their consumption structure, the per capita disposable income of rural residents must first be increased. Farmers mainly rely on the sale of agricultural products as their main source of income, so it is necessary to enrich their revenue channels and increase their income. In the primary distribution, the cost of food and the selling price are guaranteed to ensure that the direct income of farmers increases; in the income redistribution, the rights and interests of rural residents in education, medical care, pension and social assistance are guaranteed, and the reduction of urban and rural residents is reduced through secondary distribution. Per capita disposable income gap. At the same time, improve the current income structure and promote common prosperity through the social security of the third distribution. Second, it is necessary to improve the consumption concept of rural residents. Due to the relatively low income level of farmers, most of their consumption needs are mainly to meet the needs of subsistence and life, and the consumption structure is relatively simple. Therefore, it is necessary to transform into a consumption concept that combines both survival and developmental consumption. With the diversified development of the consumption structure of urban residents, it will provide rural residents with consumption space in different fields such as culture, tourism, education, and elderly care, promote the transformation and upgrading of service life consumption, and enable rural residents to enjoy personalized consumption services.

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