

# Research on the Planning Strategy of Jingzhou Characteristic Villages Under the Background of Rural Revitalization

Bo Pan<sup>1</sup>, Congxiang Tian<sup>1</sup> & Zhiwei Qin<sup>1</sup>

<sup>1</sup> Yangtze University College of Arts and Sciences, Jingzhou 434023, China

Correspondence: Congxiang Tian, Yangtze University College of Arts and Sciences, Jingzhou 434023, China.

doi:10.56397/SAA.2023.03.05

## Abstract

The 19th National Congress of the Communist Party of China put forward the strategy of rural revitalization, and the construction of beautiful and characteristic villages has entered a new stage. Jingzhou characteristic rural planning as a regional strategy, its purpose is to promote the special process of Jingzhou countryside better, to achieve Jingzhou rural revitalization. Through the analysis of the status quo of characteristic village construction under the background of rural revitalization, the status quo of characteristic village construction in our city, the basic principles and tasks of planning. From the industry revitalization, cultural revitalization, ecological revitalization, talent revitalization and organizational revitalization of five aspects of Jingzhou characteristics of rural planning strategy. Open up a rural development road with Jingzhou characteristics, and enrich the practical connotation of characteristic rural construction.

**Keywords:** Jingzhou City, rural revitalization, characteristic countryside, strategy

## 1. Introduction

Pursuing the economic benefits brought by the rapid development of urbanization and solving the accompanying urban problems have become the most confusing choice in Jingzhou. Under this background, it is necessary to study the new scientific and sustainable development road of Jingzhou city from the new Angle of ecological countryside, and establish the urban planning and development strategy based on ecological city. Based on this, the paper analyzes and evaluates whether the present situation of Jingzhou countryside is reasonable, and further guides the scientific development of Jingzhou

eco-featured countryside.

## 2. Analysis of the Status Quo of Characteristic Village Construction Under the Background of Rural Revitalization

### 2.1 Background of the Research

Implementing the rural revitalization strategy is a major decision and arrangement made at the 19th National Congress of the Communist Party of China, as well as "Firmly implementing the Rural revitalization Strategy", which was proposed in the report of the 19th National Congress. The Strategic Plan for Rural Revitalization of Hubei Province (2018-2022) is

the 2018 opinions of Hubei Provincial Committee of the CPC and Hubei Provincial People's Government on promoting the implementation of the Rural revitalization strategy, which was formulated by the Hubei Provincial People's Government. Recently, Jingzhou City issued a three-year action plan for implementing the Rural Vitalization Strategy Demonstration zone.

From the perspective of the country, Hubei Province and Jingzhou City, the implementation of the rural vitalization strategy is an important work of the government and popular support.

### *2.2 Characteristic Villages*

The so-called characteristic countryside is to constantly polish and refine the villages that can truly reflect the local regional characteristics based on the rural society, build the villages with the flavor of modern civilization, and then derive the characteristic villages with the carrying capacity of nostalgia. Create a new carrier for the development of "agriculture, rural areas and farmers" with new connotations and new goals of "industrial prosperity", "ecological livable", "rural culture civilization", "effective governance" and "rich life", cultivate professional farmers, achieve farmers' income increase, promote agricultural efficiency, and finally achieve the goal of revitalizing the countryside.

## **3. Analysis of the Status Quo of Jingzhou Characteristic Countryside Construction**

### *3.1 Existing Problems*

#### *3.1.1 The Industry Is Special but Not Strong*

Jingzhou rural industry for a long time in many areas mostly to agriculture as the main industry, and the output value brought by agriculture is low, the overall special but not strong, continue to industrial adjustment and upgrading.

#### *3.1.2 Poor Ecological Settlement*

In the process of rural development and construction, some projects simply execute the planning, and fail to deal with and solve the various conflicts that constantly arise and evolve, as well as the great damage to the rural ecological environment according to the development and change of various influencing factors.

#### *3.1.3 Poor Cultural Inheritance*

In the process of rural development in Jingzhou, the utilization rate of cultural space is not high

and the carrying capacity is limited, the material and cultural space lacks protection and restoration, and the cultural network is not strong, which makes the cultural inheritance difficult.

#### *3.1.4 Lack of Rural Governance*

The degree of focus and convergence on the "agriculture, rural areas and farmers" working surface in Jingzhou City is not enough, and it is difficult for all government departments to coordinate and give full play to their joint efforts.

#### *3.1.5 The Development Vitality Is Not Strong*

Many villages in Jingzhou lack a corresponding talent service platform, which makes them less effective in attracting external talents and local talents, and the lack of contact between local universities and talent pool leads to the loss of local talent resources.

### *3.2 Favorable Conditions*

#### *3.2.1 Industrial Characteristics*

Jingzhou City has rich wetland resources, and retains a relatively complete wetland ecosystem, so the formation of a unique wetland cultivation area; Due to the flexible construction of "water network" and "water vein" in Linjiang area, it is possible to promote the efficient cooperative ecological planting and breeding mode of rice, aquatic products and aquatic vegetables. The industry in Jingzhou City has certain characteristics.

#### *3.2.2 Ecological Characteristics*

Jingzhou's typical plain water network features make Jingzhou won the reputation of "water town Garden", which is the unique favorable condition for Jingzhou to build a national ecological garden city. Since the successful establishment of National Garden City in Jingzhou, the urban green space construction has been carried out around the implementation of the core development strategy of "surrounding the ancient city and riverside with the Yangtze River", and the overall layout structure of the green space system has gradually taken shape. Moreover, the water network system of Jingzhou adjacent to the Yangtze River has a good foundation, which has laid a part of ecological foundation for the construction of "water veins" in Jingzhou.

#### *3.2.3 Cultural Characteristics*

Jingzhou has a profound history and culture.

The ancient city wall of Jingzhou can not only guide people to look back to the past, but also bless the modern and herald the future. Jingzhou is also a cultural center of The Three Kingdoms, with relics of The Three Kingdoms scattered throughout the city.

#### **4. Basic Principles and Tasks of Jingzhou Characteristic Village Planning**

##### *4.1 Basic Principles of Jingzhou Characteristic Village Planning*

According to the characteristics of Jingzhou, the planning of characteristic villages in Jingzhou should follow the principles of planning guidance, scientific promotion and key support. In the construction of rural areas, reasonable planning methods should be used to coordinate the construction, characteristic culture, industry and public basic service facilities, so as to meet the diversified needs of rural development. Attention should be paid to the protection of local culture and traditional elements, and graded treatment of buildings should be carried out, instead of blindly demolishing buildings, building new high-rise buildings, and promoting the construction of new countryside with scientific methods. A unified planning and utilization of support funds, focusing on supporting rural characteristic industries.

##### *4.2 Basic Tasks of Jingzhou Characteristic Rural Planning*

Under the background of rural revitalization, combining the advantages and disadvantages of Jingzhou countryside, we should clearly develop Jingzhou characteristic countryside. In the planning of Jingzhou characteristic countryside, we should make clear the basic tasks: reasonable planning, pay attention to the development of characteristic industries, take the road of sustainable development, improve public service facilities and inherit regional culture.

#### **5. Research on the Planning Strategy of Jingzhou Characteristic Countryside**

Jingzhou characteristic rural planning strategy aims to realize the comprehensive revitalization of rural areas, to solve the current problems as the guidance, based on the regional characteristics of Jingzhou, from the industry revitalization, ecological revitalization, cultural revitalization, organizational revitalization and talent revitalization five aspects, based on the city's resource endowment advantages, for the

reform and development of agriculture and rural outlined a grand blueprint.

##### *5.1 Industrial Revitalization Strategy: Develop Characteristic Industries*

Industry is an important basis for rural revitalization and an internal driving force for rural development. The development of rural industry in Jingzhou city has some characteristics but not strong problems. It is necessary to rationally plan the spatial layout of the industry and make the rural industry refined and strong.

First, we should do a good job in agricultural industry, identify the characteristic resources of Jingzhou countryside, screen the characteristic industries, and promote the industrial development with high quality. The second is to build a modern industrial system, through the integration of Jingzhou rural development.

##### *5.1.1 Identify Characteristic Resources and Promote High-Quality Industrial Development*

Determining the basis, production cost and brand quality of rural characteristic industries is an important factor for the endogenous development of rural areas. Rural characteristic resources are relatively enriched in the geographical space inside the countryside, showing basic characteristics of originality, integrity, regionalism, etc. They have a certain appeal and influence, a high sense of public identity, and the core of continuously attracting urban markets and funds. Select the characteristic resources that represent the characteristics of the village, and make a reasonable positioning of the industry in the characteristic village planning.

##### *5.1.2 Integrated Development and Construction of a Modern Industrial System*

We will explore a new path for the integrated development of urban and rural areas, promote the comprehensive development and integration of agriculture, industry and service industries, and promote the development of rural industries. According to the development layout of rural areas, optimize the distribution of rural resources, improve the supply side structural reform, promote the formation of "new industrial look" and "new face of business form" in rural areas, and promote the organic integration of related industries in all aspects of urban and rural areas.

Planning adhere to the sustainable agricultural

modernization development and rural modernization integration process design, comprehensive overall design, according to Jingzhou different regions according to local conditions for “differentiation” and “diversification” planning, promote the integration of agriculture, industry, service industry development, accelerate the construction of modern agricultural industry system; Promote agricultural supply faster to keep up with the pace of market demand, and better integration with the market, so as to better adapt to the resources and environmental conditions, and accelerate the construction of modern agricultural production system.

### 5.2 Ecological Revitalization Strategy: Optimize Environmental Quality

Ecological environment is the basis of sustainable rural development, but also the majority of people depend on the prerequisite for survival, ecological environment is the root and foundation of sustainable rural development. Under the background of rural revitalization, the characteristic rural planning emphasizes the people-oriented and all-round development of rural planning and construction, paying attention to both the improvement of natural environment quality and the creation of human settlement quality. Under the background of rural revitalization, the ecological maintenance strategy of characteristic rural planning will start from two aspects, namely, the natural ecological maintenance and the optimization of human settlement environment.

#### 5.2.1 Build an Ecological Network and Restore Natural Ecology

In terms of creating local ecological landscape, improving the benefits of natural ecological environment, and creating a high-quality and pleasant environment, we should pay attention to the roots of local characteristics and the restoration of rural natural ecology, and plan and build rural ecological networks. According to the characteristics of various regions in Jingzhou countryside, the ecological network should be developed according to local conditions to achieve the pattern of point, line and plane. To construct an overall ecological network of “five cores, five veins, one belt, two axes, six rings, six rings and four areas”.

##### (1) Construct the Core Points of Ecological Network

Five cores refer to the core points of the network

in five areas: Changhu Wetland Reserve, Honghu Nature Reserve, Tian-ezhou Baiji and Elk Nature Reserve, Mucilu Lake Wetland Reserve, and Xuanshui Reservoir Wetland Reserve. Give full play to its superior natural environment, and radiate Jingzhou’s ecological environment with multi-level and multifunctional ecosystem core. To create a unique wetland landscape, promote the construction of the ancient city scenic spot, Jingzhou social and economic development to establish a good ecological image.

#### 5.2.2 Construct Ecological Blue and Green Corridor System

##### (1) Establish the Ecological Blue Corridor Pattern of Water Network

The five veins are the Huandu River, Songzi River, Hudu River, Neijing River system and Dongjing River. Through these five veins core the tributaries of the Yangtze River system, an integrated, ecological and localized ecological pattern of rural water network can be established. Form the unique style of Jingzhou Plain water town.

##### (2) Build a Green Ecological Corridor Pattern

With the main stream of the Yangtze River as one area, it passes through Jingzhou from west to east, and along the river, the ecological system is constructed with the road, green space, forest and node landscape. This is the main axis of Jingzhou ecological corridor and the lifeline and lifeline of Jingzhou’s development.

With the two axes of the development of Erguang Expressway and Suiyue Expressway, it is the key channel for the external communication of Jingzhou. At 50-200m on both sides of the expressway, multi-level trees are planted to form a three-dimensional green space hierarchy, among which some economic fruits can also be selected.

The six key urban development areas of Jiangling, Songzi, Public security, Shishou, Jianli and Honghu are the six rings, and the periphery is an ecological ring composed of ecological corridors and regional green Spaces.

Jiangnan water network plain agricultural ecological functional zone, including Jingzhou district, Jiangling and most areas of Jianli; To form four areas, four areas to maintain the integrity of the “Tian Lin” texture. The rural green ecological network consists of a combination of points, lines and planar greening,



forming a characteristic ecological network with plain woodland as the base and “lines” connecting “points” for rational planning and layout.

### 5.2.3 Optimize Building Space and Improve Living Environment

Centering on the functional needs of villagers, improve the living function and service function, pay attention to the planning and layout of building space, public clothing and human settlement elements, continue the traditional rural human settlement characteristics of Jingzhou, optimize the rural human settlement environment of Jingzhou on the basis of Jingchu characteristic water town, and create a livable living atmosphere with rural characteristics.

Architecture is the main component of the overall rural landscape of Jingzhou, and an important embodiment of the regional characteristics of the countryside. The spatial renewal of rural buildings in Jingzhou should be based on the reconstruction and reuse of existing buildings, with a small number of new buildings. In terms of planning and layout, the overall conform to the texture of rural buildings, coordinate the architectural style, and appropriately update the internal spatial functions of buildings.

## 5.3 Cultural Revitalization Strategy: Carry Forward Characteristic Culture

### 5.3.1 Build a Cultural Network

The inner demand of Jingzhou characteristic plain village construction is undoubtedly to strengthen cultural inheritance, enhance cultural soft power and enrich cultural space. Each village has traditional architecture, cultural landscape, life mode and other buildings of historical value. Villages in different regions are the only way to inherit Jingzhou rural characteristics. Their cultural systems and historical bloodlines have their own characteristics, and organic renewal is the rural characteristics of different regions. The characteristics impacted by regional factors and town styles gradually become the same. On the basis of inheriting and developing, carrying forward the local culture and creating the local atmosphere, we should dig deep into the internal blood of regional culture, and then grasp the potential characteristics of Jingzhou countryside to build distinctive humanistic characteristics.

In the planning and layout of cultural network, a cultural network system with rich levels, strong correlation and strong integrity can be established according to various cultural types such as farming culture and historical culture.

### 5.3.2 Construct Cultural Space

Cultural space refers to the display media and transmission carrier of local culture, including daily life culture space, traditional culture festival activity space, folk art exhibition space, etc., where traditional cultural activities are held regularly or traditional cultural expression forms are displayed intensively.

## 5.4 Organizational Revitalization Strategy: To Achieve Pluralism and Co-Governance

The rural development of Jingzhou should pay attention to the “top-down” guidance, pay attention to the public consciously “bottom-up” cultivation, according to the differences in the management objects, the government should be based on the village policies, multiple subjects to jointly manage the village, correctly guide the villagers to participate in the work, the combination of “active management” and “passive management”, to achieve the healthy and sustainable development of Jingzhou rural.

Multi-party governance, and then open up the whole contact network of villagers, designers, government, make it possible for villagers to participate in the village planning and construction; Co-governance provides a mode of tripartite governance by the government, villagers and designers, which changes the previous mode of rural development and construction. It attaches too much importance to the creation of physical space environment while ignoring the villagers themselves.

## 5.5 Talent Revitalization Strategy: Support Talent Cultivation

Talents are the key to industrial development and rural revitalization. In order to achieve sound and rapid development of rural society, we should give full play to the supporting role of talents in rural planning and construction. Attract all kinds of entrepreneurial and innovative talents to participate in rural construction, develop rural economy and rebuild local society by building a talent service platform; At the same time, all kinds of new professional farmers should be cultivated on the spot according to the needs of rural development.

### 5.5.1 Build a Talent Service Platform

All villages in Jingzhou should implement the construction of talent service platform in three aspects: talent introduction, talent training and talent service.

### 5.5.2 Cultivate New Type of Professional Farmers

We will strengthen the ranks of rural professionals, cultivate a new type of professional farmers, and establish a professional farmer system in an all-round way. We should disseminate advanced practical agricultural knowledge, train farmers on basic Internet technologies, improve their overall professional quality, and cultivate a new type of professional farmers who are passionate about agriculture, knowledgeable about technology and good at management, so as to raise the overall quality of farmers and make them the leading force for rural revitalization.

## 6. Concluding Remarks

In the background of rural revitalization strategy, through the analysis of the current situation of rural construction and the interpretation of Jingzhou's characteristic villages, from the five aspects of industrial revitalization, ecological revitalization, cultural revitalization, organizational revitalization and talent revitalization, the author puts forward five aspects of characteristic rural planning strategies, including developing characteristic industries, optimizing environmental quality, carrying forward characteristic culture, realizing pluralistic co-governance and supporting talent cultivation.

In the future, the rural development of Jingzhou must adhere to the road of sustainable development of characteristic countryside.

## Fund Project

Hubei Provincial Department of Education, Hundred Schools and Hundred Counties—Science and Technology Support Action Project of Universities for Rural Revitalization. Construction of Beautiful Villages in Jingzhou City in the Context of Rural Revitalization.BXLBX1108; Jingzhou City Social Science Federation Think Tank Project, Research on Jingzhou Special Rural Planning Strategy in the Context of Rural Revitalization.Jzsk-yk1938; Hubei provincial education department philosophical social science research project.

Research on the protection and rural development strategy of the ruins of the former city of Ji'nan in the context of rural revitalization.21G220.

## References

- Chen P. (2019). Research on Beautiful Countryside Construction Planning under the concept of Rural Reconstruction. Anhui Jianzhu University.
- Dandong, Tong Lei, Wu Ning, et al. (2014). Construction of "Harmonious Countryside"—Research on Rural Planning and Construction Strategies in Jiangnan Region from the perspective of both Tradition and Modernity. *City Planning Review*, 38(10), 59-66.
- Fan L Y. (2015). The evolution and reflection of rural planning in dense urban areas from the perspective of Urban-Rural relations: A case study of Suzhou. *Urban Planning Forum*, 2015(06), 106-113.
- Ge Dandong, Hua Chen. (2009). New system and model construction of village planning adapted to the demands of rural development. *Urban Planning Forum*, 2009(06), 60-67.
- Guo Xilin. (2021). Practice and reflection on the construction of beautiful countryside -- A case study of Jingzhou City in Hubei Province. *Hubei Agricultural Sciences*, 60(24), 224-228.
- Hallstrom, L. K., Hvenegaard, G. T., Stonechild, J. L., et al. (2017). Rural sustainability plans in Canada: An analysis of structure, content and influence. *Journal of Rural Studies*, 56, 132-142.
- Liu X Y. (2018). Study on the planning strategy of Suzhou Characteristic countryside under the background of rural revitalization. Suzhou University of Science and Technology.
- Pan Cong, Chen Sihang. (2021). Research on science and technology support of high quality agricultural development in Jingzhou City. *Rural Economics and Science and Technology*, 32(09), 202-205.
- Sun Q F. (2019). Research on Rural tourism planning strategy in Yichang under the background of rural revitalization—A case study of rural tourism planning in Lidian Village. Yangtze University.

- Wang Yiding, Tian Congxiang, Qin Zhiwei. (2022). Research on Rural Public space Design in Jingzhou under the background of rural Revitalization. *Sichuan Building Materials*, 48(04), 69-70+79.
- Xie Junli. (2022). Research on common prosperity and regional coordinated development under the background of rural revitalization: A case study of Jingzhou City. *Heilongjiang Science*, 13(12), 156-158.
- Zhao Fashun. (2021). Refinement of rural governance from the perspective of “meta-governance” theory—Based on the investigation and analysis of S Village in Jingzhou City, Hubei Province. *Leadership Science*, 2021(02), 16-19.