

# Study of the Rural Revitalization and Development in Tianzhu County of Guizhou Based on The Rural Collective Economy Model

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**Abstract:** With the development of the economy and society, the development model with households as the main production unit had greatly improved the industrialization structure's upgrading and development due to the low degree of land intensification, the difficulty of large-scale investment of funds, and the backward development and management concept. The proposal of the rural revitalization strategy would provide an opportunity for the development of the rural collective economy. The research objectives of this study were the impact of the rural collective economy model, the attitudes of residents toward economic growth, and strategies for economic development. Five independent variables, housing development, economic growth, financial security, quality education, and health and safety, were set to test the relationship with residents' attitudes on rural economic development.

**Keywords:** Rural Revitalization and Development; Tianzhu County; Rural Collective Economy Model

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## 1. Introduction

In the context of the broader structural trends wrought by globalization, industrialization, and urbanization, emerging rural issues have swept through both developing and developed countries and hindered rural sustainability, including out-migration of working-age residents, rural depopulation and exodus, empty housing units, abandoned land, rural poverty, industrial recession, culture decline, and environmental pollution, etc. (Chen: et al. 2014)<sup>[1]</sup>. From the history of social, economic, and social development in New China, we can see that the rural economic production model of production teams was implemented at the beginning of the founding of the People's Republic of China and then developed into a household contract responsibility system to assist the development of the rural collective economy. In the process of socialist construction and development, the policy of giving priority to the development of cities has promoted the rapid development of the urban economy, which has also led to a trend of increasing differentiation between urban and rural development.

## 2. Theoretical Basis

### 2.1 Factors influencing economic development in the rural area

Economists generally agree that economic development and growth are influenced by four factors: housing development, economic development, financial security, quality education, and health and safety. Highly developed countries have governments that focus on these areas. Less-developed countries, even those with high amounts of natural resources, will lag when they fail to promote technology research and improve the skills and education of their workers (Wang; & Zhang. 2017)<sup>[2]</sup>.

### 2.2 Related research on economic cooperatives

As early as the early 20th century, many Western scholars and economists conducted in-depth research on cooperative economic organizations. When Fan (2015)<sup>[3]</sup> first studied rural financial cooperatives, they believed that individual farmers were not competitive in market competition; only through the formation of cooperatives among farmers can effectively enhance market competitiveness and increase farmers' income.

### 2.3 Research on the development of rural collective economy in China

Because the rural collective economy has developed widely in China and has specific development characteristics, many foreign scholars have researched the development of China's collective economy as the research object. In the book "Sharing Economy" published by Yan: et al. (2020)<sup>[4]</sup>.

## 3. Understanding the Study of the Rural Revitalization and Development in Tianzhu County of Guizhou Based on The Rural Collective Economy Model

### 3.1 Improvements in housing development

Improvements in housing development have a high impact on economic growth. As the community stabilizes, residents find ways to apply these needs as more family and financial markets. Using better housing development means the people will be more productive and need economic growth to pay for their living quarters (Wang: et al. 2020)<sup>[5]</sup>.

### 3.2 The impact of economic development

The creation of wealth in the labor force directly affects the growth of an economy. It is more than a jobs program; it's an investment in growing your economy and enhancing all residents' prosperity and quality of life. Economic development means different things to different people (Xu: et al. 2020)<sup>[6]</sup>.

### **3.3 The impact of financial security**

The financial security gives the residents confidence in pursuing their work and life in their community, having enough passive income to cover expenses for the rest of their lives.

### **3.4 The impact of quality education**

The skills, education, and training of the labor force directly affect the growth of an economy. A skilled, well-trained workforce is more productive and will produce a high-quality output that adds efficiency to an economy. A shortage of skilled labor can be a deterrent to economic growth. An under-utilized, illiterate, and unskilled workforce will become a drag on the economy and lead to higher unemployment.

## **4. The Conceptual Framework for the Research Study**

First This paper obtains many relevant policy documents and primary data on promoting rural revitalization and developing a rural collective economy in Tianzhu County of Guizhou Province through various methods and on-site interviews and designing, issuing and collecting questionnaires, and conducting interviews, scientific, statistical analysis. Based on a comprehensive analysis of the current situation, existing problems, and causes of developing rural collective economy in Tianzhu County of Guizhou Province, based on the actual issues encountered in the process of developing rural collaborative economy in Tianzhu County of Guizhou Province under the background of rural revitalization, the This paper puts forward the countermeasures of developing rural collective economy by relying on rural revitalization policies and opportunities in China's economically underdeveloped areas. The research results have universal practical significance.

Second The research in this paper is based on a large number of survey data on the economic development of Tianzhu County in Guizhou Province. The study concludes that it has particular innovative value to enrich the theoretical research on promoting China's rural revitalization work and the high-quality development of the rural collective economy.

## **5. The Countermeasures for the Study of the Rural Revitalization and Development in Tianzhu County of Guizhou Based on The Rural Collective Economy Model**

### **5.1 Rural collective revitalization and development**

Rural revitalization is a way of positively transforming rural areas for current and future development. The development will involve a great deal of policy to improve the rural economy and sustainability of future growth (Han. 2016).

### **5.2 Rural collective economy model**

The collaborative economy gets the opportunity for growth and earning capacity, and all prosper cumulate growth potential of all types of business classes.

### **5.3 Housing development**

Housing development involves cooperating with real estate and land use for developed areas. A strong housing development can transfer substantial revenues to local government through real estate tax and other business transactions.

## **6. Conclusion**

Rural revitalization needs to further consolidate the system of "separation of powers" in rural land, thereby extending the reform of the rural homestead system and stimulating the endogenous driving force for the market access reform of rural collectively owned construction land. In this way, the innovation of the land acquisition system is deepened, and the decision-making reference is provided for improving the adaptability of the reform of the rural land system and maximizing the optimal utilization of rural land resources. The entry of rural commercial construction land into the market has become the most significant breakthrough in the new pilot land system reform round. To adapt to the rural revitalization strategy, the market access reform of rural collective construction land should focus on stimulating the endogenous driving force of the system reform and follow the basic principles of "same price and same rights, smooth circulation, and benefit-sharing." Determine the balance of interests between the state, the collective, and the individual.

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