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The Phenomenon and Mechanism of Reverse Urbanization in Rural Revitalization

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Abstract:

With the continuous acceleration of the reverse urbanization process, which grows synchronously with the urbanization process, and the continuous improvement of the importance of the reverse urbanization research, the state and local governments should pay full attention to the importance of the reverse urbanization research and increase relevant attention. With the help of the power of 'anti urbanization', we can comprehensively deepen our understanding of the urbanization process, make urbanization avoid the 'urban diseases' that appear on a large scale in western countries as much as possible, promote the urbanization of rural areas in China, including agricultural industrialization and rural village and town construction, promote the mutual promotion of rural areas and cities, achieve a good settlement environment of urban integration, and accelerate the overall development of urban and rural areas.

Keywords: Urbanization, reverse urbanization, urban and rural overall planning

1. Introduction

Over the past 40 years of reform and opening up, due to the deregulation of factor flow control, the marketization of factor allocation has been promoted. At the same time, thanks to the development of industrialization, a large number of employment opportunities in non-agricultural industries have been created, which has led to the rapid development of China's urbanization and the steady progress of the coordinated development of urban and rural areas. By the end of 2021, the urbanization rate of China's permanent residents was 64.72%, an increase of 0.83 percentage points over the same period; The urban resident population reached 914.25 million, an increase of 12.05 million over the end of 2020, and the rural resident population was 498.35 million, a decrease of 11.57 million. The level of urbanization is the most basic expression of a country's economic growth mode. From the process of human social development, urbanization is an inevitable trend. However, with the improvement of urbanization, many problems have gradually emerged in social development, such as increasingly serious urban diseases and increasingly bad urban environment. The process of urbanization is also a process in which a large number of rural people leave the countryside and flow into the cities and towns. The other side of the rapid expansion of urbanization scale is the decline of the countryside. The problems, such as rural 'hollowing out' and 'aging', are prominent and becoming more and more serious. The once 'field of hope' has become 'hopeless land'. However, these problems are not unanswered. Since the implementation of the Rural Revitalization Strategy, earth shaking changes have taken place in rural areas in many places, the old appearance of rural areas has changed, the level of agricultural development has been significantly improved, and the living standards of farmers have been greatly improved. Rural Revitalization means the return of resources to rural areas. This return is just opposite to the influx of resources to cities and towns in the process of urbanization, which can be regarded as one of the manifestations of reverse urbanization. Reverse urbanization is of great guiding significance for the high-quality in-depth implementation of the Rural Revitalization Strategy and the high-quality development of the national economy and society.

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2. Literature Review

Reverse urbanization is the opposite of urbanization and an important driving force for Rural Revitalization. The existing research on reverse urbanization mainly focuses on Rural Revitalization, urbanization and reverse urbanization.

Rural Revitalization Strategy is the general focus of China's 'agriculture, rural areas and farmers' work in the new era, but the theoretical preparation is insufficient and the driving force is not clear (Luo Qiyou *et al.*, 2019). Based on the perspective of rural land supply and demand, this paper discusses how to promote the balance between rural land use and urban land use, and then it also discusses how to realize the balance between rural land supply and demand. The Rural Revitalization Strategy is a scientific positioning of the relationship between urban and rural areas in the new era, emphasizing the main position of farmers in practice (Zhang Haipen *et al.*, 2018). The level of Rural Revitalization and development in China's provinces has increased significantly, but the provinces are in an unbalanced state, gradually decreasing from the east to the West (LV Chengchao *et al.*, 2021). Different from the 'giving more' in poverty alleviation, the key to Rural Revitalization and stimulating rural life is 'letting go' (Liu Jianshen *et al.*, 2021). QiuChunlin (2019) believes that the implementation of Rural Revitalization must respect the dominant position of farmers in promoting the great practice of Rural Revitalization and pay attention to protecting the interests of farmers. He Xiaodan *et al.* (2021) studied the causes of the current return trend of migrant workers and the behavior of migrant workers after returning home by using the data of the 'thousand villages survey' of Shanghai University of Finance and economics in 2013. It is found that the current trend of migrant workers' return is closely related to the rural development opportunities under the new situation, which is driven by the 'push' of migrant cities and the 'pull' of hometown development. After returning home, migrant workers mostly choose non-agricultural management, which injects human capital and other elements into the non-agricultural industry in their hometown; the return trend of migrant workers has effectively promoted the rural land circulation and optimized the allocation of land resources.

Urbanization refers to a historical process of increasing the number and scale of cities and towns with the improvement of social productivity and the continuous transfer of rural population to cities and towns. 'Counter urbanization' refers to various behaviors and phenomena that the rural population is unwilling to transform into the resistance psychology of the urban population. In the relevant literature at home and abroad, the specific expression of anti-urbanization is similar, and the vast majority believe that this is a new phenomenon in the urban development of western developed countries, especially the United States. In essence, urbanization should be all-round. The so-called all-round urbanization means that we can explore the track of urbanization development and evolution and its stages, factors and characteristics in all aspects, whether from the perspective of time and space, or from the perspective of population, economy, society, culture and other factors. Since the phenomenon of anti-urbanization occurs when urbanization develops to a certain extent, we should investigate it in the change of some factors. First of all, we should investigate it from the perspective of demographic factors. According to the vertical historical development order, the urban life cycle theory shows that developed countries have experienced four stages of urbanization, suburban urbanization, reverse urbanization and re-urbanization, and the population effect is from population agglomeration to population dispersion. However, through careful exploration, this kind of population diffusion is not isolated, but has economic, social and cultural background and function. Specifically, in the process of labor migration, another corresponding resource flow is bound to form, that is, their working income will flow back to the countryside accordingly. Moreover, the return of migrant labor force brings back improved human capital, which has become an important intangible return wealth, because the return migrants usually cannot convert human capital into urban economic activities. Secondly, from the perspective of spatial factors, the process of reverse urbanization is to promote the spatial displacement of population and employment. For big cities, it shows the trend of spatial diffusion, alleviating the spatial pressure and survival pressure of cities. On the contrary, it shows the trend of concentration for rural and small town areas, which brings a great opportunity to the construction of villages and towns. We can see from the urban process of western developed countries that more and more rural areas have become cities, and farmland has become factories and buildings. In terms of time, cities are expanding, and deepening at a rapid pace.

3. Current Situation of Reverse Urbanization

In the process of urbanization constantly gathering resources and expanding industries, the capacity of urban space is bound to shrink and eventually close to saturation. When new resources and industries squeeze into large cities with limited space, the once high-quality resources and advantageous industries may be alienated into the burden of the city, and spitting out the old and embracing the new has become the inevitable choice of the city. It can be said that anti urbanization is the result of self-regulation of the metropolis. This kind of 'Tui' phenomenon is 'anti urbanization'. Moreover, with the development of information, transportation and ecology, the space gap between people's life and work has been greatly shortened. 'Tui' is not only reflected in the industrial upgrading of cities, including the vigorous development of high-tech industries and the transfer of traditional industries, but also in the rise of new industries in small towns and villages, such as the sudden rise of rural tourism industry, and people's transfer from the congestion of prosperous cities to the natural tranquility of rural life. Therefore, many urban people go to the countryside to experience rural life, and even become farmers. Many of them want to go to the countryside to open up a new Xintiandi. However, some also take advantage of the drawbacks of current government policies, such as the dual registered residence system, and the gap in the national policy on 'non-farm transfer' to obtain benefits. Therefore, the identity of the population returning to rural areas is complex, which is reflected in the following aspects:

- Migrant workers in cities are increasingly marginalized due to their low level of education and lack of urban hukou. In particular, they are not well-covered by various national social welfare and life security policies. In addition, the increasing pressure on urban survival forces some migrant workers to return to the land. Of

course, in recent years, the state has made greater efforts to benefit farmers, which has also increased the attraction of rural registered residence and attracted some farmers to return to their hometown for development.

- Under the pressure of the three mountains of 'house', 'car' and 'ticket' in the city, and under the policy effect of national and local policies, many young and knowledgeable hot-blooded youth jumped out of the 'city gate' and into the 'agricultural gate' and chose to return to rural entrepreneurship.
- The gradual revaluation of the value of rural land and the reappearance of wealth, especially the land in the suburbs of cities, make rural residents have another potential wealth that can be controlled independently. The desire to cash in wealth makes rural people willing to return to their land, stick to the countryside and watch for wealth.
- The growth or expansion of cities is often accompanied by the appreciation of land. In recent years, with the implementation of the paid land use system, the income of rural land in the suburbs has increased rapidly, which has improved the 'gold content' of rural household registration.
- The 'urban disease' derived from the accelerated growth of urbanization is eating into the body of the healthy development of cities. It is not only the increase of survival costs, but also the decline of urban quality of life, which makes the urban population more and more tired of the current living state and living environment. Therefore, some urban residents are more willing to go to the suburbs and rural areas in their spare time to enjoy flowers, fish and breathe fresh air; people prefer this life close to nature. Even some urban residents will buy their homes in the suburbs, drive to the city to work, and live a life of separation between residence and work.

4. Mechanism of Reverse Urbanization

Under the discourse background that foreign scholars regard China's urbanization as one of the two key factors affecting human development in the 21st century, urbanization has become a topic of great concern in the process of modernization. Accelerating the process of urbanization has become an important policy choice to solve the problems of 'agriculture, rural areas and farmers' and improve the level of modernization. However, the accelerated development of China's urbanization process has also led to the early emergence of the phenomenon of 'anti urbanization'. However, since the level of urbanization is fundamentally subject to a country's economic development level and system design, the phenomenon of reverse urbanization in China has its own unique generation mechanism. Analyzing the internal mechanism of reverse urbanization helps to clarify the constraint mechanism of urbanization and the limitations of existing theoretical research, which is conducive to the government to improve and promote the design of urbanization policy.

4.1. Analysis on Institutional Constraints of Government Indirect Leading Anti Urbanization

Generally speaking, institution is a series of behavior norms of individuals in human society. Institutional economics summarizes it as the criterion of cooperation and competition to form economic order. 'It is a series of ethical behavior or procedural behavior that aims to maximize the effectiveness of individual interests.' For farmers, on the premise of the fundamental transformation of the urban-rural dual management system, urbanization means the transformation from one management system to another. Good policy will depend on effective policy paths, and policies must provide alternative access. If the administrative orientation of policy design ignores the interest demands of migrant workers, and there is no effective way for farmers to enter the city in the process of policy implementation, the city will lose its attraction and the phenomenon of anti-urbanization will appear.

The various institutional obstacles encountered by the citizenization of migrant workers in the transformation of identity are the deepest reason for the indirect leading anti-urbanization phenomenon of the government. Since the citizenization of migrant workers' identity is mainly reflected in the construction of the system, the main obstacle and realization path it faces are the relevant systems and policies formulated by the government. Therefore, it can be said that the government behavior indirectly contributed to the occurrence of anti-urbanization, forming the type division of government indirect leading anti-urbanization. Therefore, only by deeply analyzing the institutional constraints and obstacles faced by migrant workers in the process of citizenization we can deeply understand the causes of government indirect leading anti-urbanization.

4.2. Mechanism Analysis of Individual Choice Reverse Urbanization

The phenomenon of individual selective reverse urbanization is a phenomenon that chooses to return to rural production and life, entrepreneurship or other social activities from the perspective of individuals and based on their own main needs. In other words, the emergence of this phenomenon is first of all inseparable from the subject factor of 'human'.

According to the 'push-pull' theory, we can make the following analysis on the external driving force for promoting personal psychological change and choosing to return to the countryside: first, the driving force factors, including the lack of special preferential treatment for migrant workers in urban policies, such as the employment system based on the registered residence system and the social security system, make them unable to enjoy the same equal employment opportunities, various social welfare and social public services as urban residents in employment (such as industrial injury, pension, medical insurance, children's education, etc.); in terms of urban cultural adaptability, it is limited to the thinking and knowledge accumulation of migrant workers. The cultural adaptability is weak and cannot really integrate into urban life. In urban social life, 'urban diseases', such as environmental pollution and traffic congestion, are increasing day by day, which has caused more than psychological worries and anxiety of urban residents. The second is the pull factor. First,

under the strategic guidance of the new rural construction, the government has increased the supply of the policy of supporting and benefiting farmers in rural areas, paving a broad road for the development of rural economy and attracting the return of the population to carry out agricultural production and entrepreneurship. The second is that the friendship is rooted in the rural tradition and the deep affection of the rural population. Third, the fresh air and quiet natural environment in rural areas have become powerful environmental capital.

5. Conclusion

The phenomenon of reverse urbanization is the product of urbanization development to a certain stage, but it is only a special contradiction among many contradictions in the development of urbanization. By analyzing this contradiction, that is, the form, current situation and influence of the phenomenon of reverse urbanization, grasp its generation mechanism, extend it to the obstacles affecting the process of urbanization, suit the remedy to the case, and put forward effective countermeasures and suggestions, so as to promote the orderly, healthy and sustainable development of urbanization in China. Among them, the government plays an important role in this process, especially in the administrative ecological environment of urban-rural dual structure. How the government drives the administrative functions and forms an urban-rural overall development mechanism with urban-rural integration as the strategic goal and reasonable administrative means through institutional innovation is of great significance to scientifically and reasonably promote the improvement of the level of urbanization.

5.1. Establish a Scientific Outlook on Development and Change the Thought of Urbanization Policy

Taking into account the development of Chinese cities in the past, the level of urbanization has been improved day by day, and urban life and all aspects have become more and more convenient. China's anti urbanization phenomenon also comes out at the right time, but the urban problems hidden behind China's anti urbanization phenomenon cannot be ignored. China's urban development still faces many challenges in the future. There are three main aspects. The binding force of resources and environment limits the comprehensive carrying capacity of cities. At present, the rapid progress of urbanization in China is mainly based on the extensive development model based on high consumption of resources and energy. Its transformation cannot be achieved overnight, and the binding force of resources and environment for urban development will continue. At the same time, the contradiction between the large-scale agglomeration of population to cities and the limited carrying capacity is becoming more and more prominent, especially in mega cities. Highlight. First of all, there is the development imbalance between regions and within regions. The development imbalance between regions not only exists in the level of inter regional economic development, but it also exposes the gap in social people's livelihood, ecological environment and supporting capacity-building cannot be ignored. Secondly, the development of large, medium and small cities in the region is still uncoordinated, and the gathering trend of various resource elements to advantageous areas is still significant. Finally, economic and social developments are not coordinated, and the construction of people's livelihood in many cities is still a short board of their urban development. The scientific development of cities still faces many institutional obstacles, including a complete set of institutional systems, such as the registered residence system, the urban and rural land system, the social security system and the administrative system. The fundamental improvement of the urbanization level depends on the breakthrough of these systems. Therefore, in the face of these many challenges, we should adhere to people-oriented, establish a comprehensive, coordinated and sustainable outlook on development, and change the thinking of urbanization policies in continuing to promote urbanization. We should not only speed up the urbanization process of cities, but also give full play to the blessing and driving role of cities, speed up the urbanization process of rural areas; we should not only break the constraints on the development of urbanization, but also take into account environmental benefits, avoid the excessive urbanization of living environment in developed countries. In short, it is to promote the all-round urbanization process, from cities and villages, take advantage of the resource advantages of urban-rural differences, accelerate the overall development of urban and rural areas, from environment and public services, coordinate urban and rural construction and promote the urbanization process.

5.2. Improve Public Services and Innovate the Social Management System

The phenomenon of anti-urbanization has involved China's floating population, economy, society, politics and other levels, and triggered the most profound social changes. With it, the changes of social needs, social relations and benefit distribution require different contents of the focus and phased characteristics of social management. At present, in view of the particularity of the trend of population flow in China's anti urbanization phenomenon, whether for inflow or outflow areas, its social management should proceed from humanism, not only establish a mechanism conducive to the citizenization of migrant workers to solve the problem of institutional liabilities in the process of urbanization, but also ensure the basic public service needs of migrant population, such as housing, education, pension and so on, and provide necessary employment services and training for the floating population, promote the accumulation of knowledge and skills of the floating population, and increase their self-confidence, competitiveness and employment options. At present, we can innovate the social management system and improve the supply of public services from the following aspects.

5.3. Strengthening Environmental Protection in the Process of Urbanization

The rapid development of urbanization, to a certain extent, the emergence of 'urban disease', has awakened a big or small alarm to mankind and governments. The key lies in the attitude of people and governments towards the environment. China's environmental problems have become more and more serious. Especially after the reform and opening up, with the rapid expansion of cities and the rapid development of modern industry, the speed of resource shortage, the decline of air quality and the reduction of available cultivated land and water resources are also faster and

faster. At the same time, human demand for natural resources and yearning for a fresh and quiet living environment are increasing day by day, which is the contradiction between man and nature. It is also a non-negligible reason affecting the sustainable development of urbanization in China, which hinders the process of urbanization in China. Therefore, we should clearly realize that economic development is a double-edged sword. While we enjoy the convenience of life, the environmental problems it brings are also threatening our life, health and safety of our property. Therefore, it is urgent to protect the environment, which needs the joint efforts of the government, enterprises and the public.

5.4. Pay Attention to the Role of Cultural Factors to Make People's Modernization and Urbanization Go Hand in Hand

In the process of urbanization, there are only two problems: who can conquer the advanced culture and who can conquer the backward culture in the process of urbanization. Therefore, to reduce the conflict between urban culture and rural culture and realize cultural modernization, the first is to seek the common elements of the two cultures and form a win-win cultural pattern in the integration. Secondly, find the respective characteristics of urban culture and rural culture, and promote the mutual integration and development of the two cultures in the complementarity. Cultural integration is completed in cultural interaction, which, in the final analysis, depends on the material activities and material exchanges between different cultural carriers (farmers and urban residents).

For farmers entering the city, the process of cultural integration means cultural adaptation, that 'refers to a conscious and inclined behavior choice and behavior adjustment made by individuals based on their cognition and emotional attachment to the two cultures after they transfer from one culture to another heterogeneous culture different from the culture they originally lived in'. To truly integrate into the city, farmers must complete the 'immigration' in the cultural sense and integrate into the urban lifestyle, thinking concept and behavior, so as to increase the sense of identity and belonging of urban residents. For urban residents, they should be placed under the cultural care system with humanistic spirit, which 'is a universal human self-care, manifested in the maintenance, pursuit and concern for human dignity, value and destiny, the high value of various spiritual and cultural phenomena left by mankind, and the affirmation and shaping of an ideal personality of all-round development'. It is reflected not only in various collective activities at the level of citizen behavior, but also in humanistic care and harmonious and inclusive policies, regulations and norms at the institutional level. Its original intention is to try to awaken the necessary emotions of urban people. Don't be too rational and lose the happiness of communicating and sharing with people. Therefore, in the process of continuous cultural blending and collision, the process of urbanization can be realized smoothly by gradually creating a harmonious cultural environment.

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