

## Original Research Article

**A study on approaches to urban-rural integrated developing though new quality productivity empowerment***Zhengquan Liu**Party School of Dazhou Municipal Committee of the Communist Party of China, Dazhou, Sichuan, 635000, China*

**Abstract:** It is an important mission for people in the new era to make comprehensive innovation according to the national top-level design and the specific innovation strategies introduced by the local government, and to explore the realistic path of innovation for the integration of urban and rural areas to empower new quality productivity. In the practice of socialist rule of law, making a correct distinction between guiding norms is an extremely important approach for New Quality Productivity empowering Urban-rural Integrated developing nowadays. The new quality productivity is a more integrated and new connotation productivity in the new era, which plays an important enabling role in urban-rural integration.

**Keywords:** New quality productivity; Empowering; Urban-rural integrated developing; Common prosperity

Based on the development of the times, under the guidance of the overall policy of the country's top-level design, local provinces and cities have carried out specific planning and layout in combination with local characteristics, especially in the context of the empowerment of new quality productivity, with the further development, popularization and promotion of artificial intelligence and digital technology, the degree of urban-rural integration development is increasing, and the gap between urban and rural areas has gradually narrowed into a visible fact for urban and rural residents, and the happiness and sense of gain of urban and rural residents have been greatly improved.

**1. The integrated development of urban and rural areas is the mission of the times to achieve common prosperity of urban and rural areas**

Promoting the integration of urban and rural science and technology development, building a scientific and technological innovation mechanism with deep integration of urban and rural areas, building digital cities, smart cities, smart communities and digital villages, and forming a smart urban and rural construction system are all inseparable from the strong promotion of national policy support and legal norms.

**1.1. The necessity of urban-rural integration development in the context of rural revitalization**

In recent years, with the inclination of national policies and independent efforts, the transportation conditions have gradually improved, the external propaganda has been expanded, and all kinds of talents have been widely recruited, and many villages around small and medium-sized cities in the central and western regions have made great achievements, the business environment under the rule of law has been continuously optimized, and the national legal norms and mandatory norms in departmental legislation and local legislation are being fully implemented in the atmosphere of respecting and abiding by the law by the whole people.

To guide and promote the construction of the urban-rural integration and sharing mechanism with the existing dynamic mechanism of accelerating industrial upgrading, coordinating regional planning, and coordinating talent cultivation is the only way to create a new model of urban-rural integration and common development with the empowerment of new quality productivity. In order to improve the quality of urban-rural

integration development, it is necessary to take innovation as the main driving force, and the construction of smart urban and rural areas as the future goal, and at the same time, it is also necessary to use the national legal system, especially mandatory norms, as the backing for policy implementation.

## **1.2. The rule of law should be the approach choice to promote the integration and common development of urban and rural areas**

In particular, in the practice of socialist rule of law, we should make a correct distinction between guiding norms, authorized norms, and obligatory and mandatory norms in the national legal norms, and at the same time we must achieve sunshine law enforcement and fair justice while legislating scientifically, so as to realize the integrated development of urban and rural areas empowered by new quality productivity along a reasonable and scientific path, and to make the rule of law an effective starting point for promoting Chinese-style modernization, realizing the great rejuvenation of the Chinese nation, and moving towards common prosperity and an inevitable path for the new era. This also fully reflects the necessity of promoting the integrated development of urban and rural areas in the context of the current era of rural revitalization.

It can be seen that optimizing the business environment, accelerating industrial upgrading, attracting more high-quality industries to take root in the current development, forming a complete supply and demand chain of upstream and downstream industries, and realizing a thriving economy should become an important goal to pursue with new quality productivity to empower the integrated development and construction of urban and rural areas under the rule of law business environment.

## **2. Urban-rural integrated development is a practical paradigm for achieving common prosperity between urban and rural areas**

The focus of urban-rural integration development should be in rural areas, but the driving force mainly comes from cities. Drawing on the advanced experience of international urban-rural integration, combined with specific market conditions, we should choose the best development model that can effectively narrow the gap between urban and rural development. The new quality productivity is a more integrated and new connotation of productivity in the new era, which plays an important enabling role in the integration of urban and rural areas.<sup>[1]</sup> Promoting the integrated development of urban and rural areas and carrying out systematic institutional arrangements have become the requirements of the times for economic and social development. In terms of the content of establishing and improving the system and mechanism of urban-rural integrated development, the overall layout policy of the “five-in-one” of the party and the state should be carried out steadily.

### **2.1. Optimize the business environment based on the rule of law, and compulsorily accelerate industrial upgrading**

It has always been an indisputable fact that there are huge practical differences between urban and rural development, which is also formed by traditional societies for thousands of years. The reality of underdeveloped industry, lack of high-quality industries, and unbalanced labor structure has led to the working people in these areas gradually adapting to the status quo and forming a related mentality. For the rural areas in the central and western parts of the province where the traditional transportation conditions and investment environment are relatively backward, in order to attract modern and high-quality enterprises to do business, in addition to providing a relatively superior investment environment in terms of hardware, the local legal atmosphere and the government's service attitude will often become the key factors for many well-known enterprises to focus on. In

recent years, with the inclination of national policies and independent efforts, the traffic conditions have gradually improved, the external publicity has been expanded, and all kinds of talents have been widely recruited, and many villages around small and medium-sized cities in the central and western parts of the province have made great achievements, and the business environment under the rule of law has been continuously optimized, and the mandatory norms in national legal norms and departmental legislation and local legislation are being fully implemented in the atmosphere of respecting and abiding by the law.

Whether through the theoretical research of Marxist macroeconomics or based on on-site investigations in the field of regional economy, in the development of the real economy, the next step should be to further optimize the business environment, accelerate industrial upgrading, and pay more attention to system integration and practical results in reform. Empower economic development with new quality productivity, provide realistic and powerful development channels for urban-rural integration, and provide realistic and effective data platforms and visualized and modern business services for promoting the high-quality development of urban and rural economies through the adjustment and reconstruction of urban-rural spatial structure relations. This is the basic and key condition for promoting urban-rural integration and moving towards common prosperity. This requires the following. First, it is necessary to change the spatial structure of urban and rural areas, so that it can move from segmentation to integration; Second, it is necessary to activate the spatial elements of urban and rural areas, so that they can develop from one-way passive output to two-way free flow and development; Third, it is necessary to eliminate the spatial boundaries between urban and rural areas, and promote urban and rural residents to enjoy all kinds of social and public resources equally; Fourth, it is necessary to strengthen the governance of urban and rural space and establish a new spatial order.<sup>[2]</sup>

## **2.2. Co-ordinate the allocation of resources under the rule of law, and ensure that the supply of services is compulsory**

The transfer of surplus labor from rural areas to cities is a common practice for the integrated development of urban and rural areas in developing countries. In practice, it is necessary to achieve the coordination of resource allocation and the rule of law, and ensure the compulsory supply of services. The integrated development of urban and rural areas must clarify the general direction of reform, identify the breakthrough point of the reform of the benefit-sharing mechanism, and make good use of the two starting points of rural revitalization and new urbanization strategies.<sup>[3]</sup>

Through the introduction of relevant policies and legal systems, especially the implementation of national mandatory norms, we will promote the formation of a more effective convergence pattern of production factors such as land, labor and capital, further stimulate the potential power of urban and rural areas, transform them into advanced productive forces and realistic economic benefits, and then stimulate the demand and supply of urban-rural integrated development, and release the development of new quality productive forces guided by digitalization and informatization of production relations in line with the current deepening of reform and opening up. At the same time, the national mandatory norms are regarded as an important guarantee for the development of new productive forces.

It can be seen that from the perspective of the relationship between the coordinated promotion of the rural revitalization strategy, the new urbanization and the common development path of urban-rural integration, the common development of rural revitalization, new urbanization and urban-rural integration has interactivity in content and internal logical consistency in the pursuit of goals in terms of task design and process, as well as the

path and measures to promote the realization.<sup>[4]</sup>

### 2.3. Policy support is compulsory, and data sharing is legalized

With the deepening application of emerging digital technologies in urban planning, construction, management and governance, using digital technology as the engine to improve urban resilience has become an important way to achieve high-quality urban development.<sup>[5]</sup> In order to further enhance the interaction and interaction between digital technology and the integration and common development of urban and rural economies, it is necessary to actively build a data sharing platform for data sharing and integration and interoperability, and promote the “overall planning” flow and utilization of human and material resources in the region according to policies, so as to avoid the phenomenon that the existing human and material resources in the area are in a state of “sleep” while some areas are in urgent need of human assistance. By strengthening policy support, we will eliminate all kinds of bottlenecks and stumbling blocks in the process of urban-rural integration development, so that the “last mile” is truly unimpeded, and regional economic integration and urban and rural economic development will be realized. By focusing on the construction of digital infrastructure, we will promote the improvement of social security and welfare, and then realize the integration of regional development with the overall layout of public service facilities such as medical and health care, elderly care services, and disability assistance.

Cities and towns are an important fulcrum connecting urban and rural areas. From the perspective of the internal mechanism and development process of urban-rural integration development, the city’s urban-rural development and the living standards of urban and rural residents have made significant progress, but there is still a considerable gap between urban and rural areas, and there are data barriers to a certain extent. It is necessary to promote data sharing by strengthening policy support, and make great efforts to promote the realization of equal rights for urban and rural residents, free flow of factors, spatial integration and development, industrial integration and innovation, and synchronization and implementation of social services. The construction of a modern rural governance system is an important part of promoting the integrated development of urban and rural areas and rural revitalization. Physical space governance can be used as an important means to optimize the structure and function of rural space, and spatial ownership governance can help to protect the development rights of different participants in rural space, and spatial organization and governance can improve the organizational efficiency of rural space. Improving the interaction between urban and rural areas is an important way to promote the integrated development of urban and rural areas and solve the dilemma of rural development.

### Acknowledgement

Sichuan Provincial Key Research Base of Social Sciences, Research Center for the Theoretical System of Socialism with Chinese Characteristics, Funded Project No.: ZTZX25ZD08.

### References

- [1] Zhang Zhenyu. Journal of Chongqing University of Technology(Social Sciences),2024(2):11-21.
- [2] Zhang Xiusheng, Zeng Lingyao. Jiangnan Forum,2024(5):10-16.
- [3] Kong Xiangzhi, Xie Dongdong. Journal of Nanjing Agricultural University (Social Sciences),2022(1):12-22.
- [4] Xiao Qirong. Sichuan Architecture,2023(2):17-20.
- [5] Mao Lijuan, Xia Jiechang, Liu Ruiyi. Coupling between digital technology and urban resilience[J]. Journal of Hohai University(Philosophy and Social Science),2024(2):95-106.