

Exploration on the Path of Vocational Education Serving Urban and Rural Integration Development Based on Rural Revitalization Strategy

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Abstract: The rural revitalization strategy has been implemented in China for a period of time, but the effect of the early rural revitalization strategy has not reached the expectation, which makes the relevant domestic organizations and even leaders reflect and find that in order to achieve the goal of rural revitalization, what we should really do is to strengthen the hematopoietic capacity of rural areas. Under the result of this reflection, the country puts forward the policy of urban-rural integration development around the general characteristics of rural areas. Guided by the policy, the field of vocational education should make efforts to provide vocational education services to rural areas and cultivate more excellent vocational talents. Talents will enable the rural areas to connect with the city, and finally achieve the goal of urban-rural integration development, Rural revitalization Strategy has really started. In order to provide good vocational education services to rural areas, this paper will carry out research, mainly discusses the relationship between vocational education and urban-rural integration development, points out the main reasons for hindering urban-rural integration development, and finally puts forward the development path from the perspective of vocational education.

1. Introduction

The policy of urban-rural integration development under the strategy of rural revitalization is feasible after many years of discussion, but in fact, it will find that there are many obstacles, and these obstacles are basically from The rural areas themselves. Therefore, to achieve urban-rural integration and promote rural revitalization, it is bound to change the problems of The rural areas themselves, in which The rural professional talents are the focus. In this case, vocational education service has become an important driving force for rural change, urban-rural integration and rural revitalization. How to provide good vocational education service for rural areas is a key issue for relevant organizations, so it is necessary to carry out corresponding research.

2. The Relationship between Vocational Education and the Integration of Urban and Rural Development

In the development of urban-rural integration, professional talents are the key factor. If the number of professional talents in rural areas is abundant and the quality is high, then these talents

can go to the city on behalf of rural areas to seek opportunities and benefit from their professional ability. When their economic level and network have accumulated to a certain extent, they can start businesses in rural areas, .ake full use of the resources of rural areas and cooperate with urban enterprises, so that urban enterprises can see the commercial value of rural areas and gradually invest, so as to realize the integration of urban and rural development. For example, if there is a tourism professional in a rural area, he can use his own professional knowledge to set up a tourism enterprise in the rural area, and then invite investment from urban enterprises to show the advantages of the tourism environment in the rural area. In this way, a large number of urban enterprises will come to invest and make use of the characteristics of tourism activities to enable a large number of urban tourists to come to form a tourism area, to promote the development of other industries in rural areas, it can be seen from here that urban and rural areas have begun to integrate development, rural areas have improved their own hematopoietic capacity, and rural revitalization strategy has officially started. In this case, vocational education, as a platform for training vocational talents and a channel for transporting them, whether the above discussion can be implemented depends on vocational education. Therefore, vocational education plays a major role in promoting the development of urban-rural integration and provides a large number of vocational talents support for the development of rural integration ^[1].

3. The Main Reasons Hindering the Development of Urban-Rural Integration

3.1 Insufficient Quantity and Quality of Professional Talents

The biggest obstacle in the development of urban-rural integration lies in the professional talents in rural areas. That is to say, because of historical factors, most of the rural personnel live in agriculture and do not get professional education, which leads to a single occupation type and low professional level of talents in rural areas, which is a typical manifestation of the lack of quantity and quality of professional talents, the development of urban-rural integration needs a variety of professional talents with sufficient quantity and excellent quality in rural areas, which shows that the professional talents in rural areas can not meet the needs of urban-rural integration development in both quantity and quality, which indicates that professional talents have hindered the development of urban-rural integration. For example, a rural enterprise is willing to cooperate with a city enterprise to jointly develop a rural e-commerce platform. At first, the city enterprise is willing to invest, but because the main product of the platform is agricultural products, it needs The rural enterprise to be responsible for the operation and maintenance. At this time, The rural enterprise is “in trouble”. The enterprise finds that it does not have enough e-commerce operation and maintenance talents, The main talent structure is agricultural talents, and the professionalism is uneven, which leads to the urban enterprises give up the idea of cooperation, and the urban-rural integration development is hindered. Table 1 shows the professional talent structure of The rural enterprise.

Table 1 Structure of Professional Talents of the Rural Enterprise

Types of talents	Number of talents
Production of agricultural products	21
Agricultural product transportation	4
Primary processing of agricultural products	13

3.2 It is Difficult to Implement Vocational Education Services in Place

In fact, China has long realized the importance of vocational education services in the integration

of urban and rural development, and also knows that providing good vocational education services to rural areas is the key path to achieve the strategic goal of Rural revitalization. However, with the development of the work, people find it difficult to implement vocational education in rural areas. The main reasons for this phenomenon are: because rural areas do not have good vocational education resources, they must rely on urban vocational education resources to provide vocational education services, which shows that rural vocational personnel training depends on urban resources, this leads to the fact that urban education resources have to be transferred to rural areas, but at this time they will encounter the problem of difficult resource transfer, especially in the aspect of teachers' human resources. That is to say, if urban teachers are to be specially responsible for vocational education services in rural areas, their personal life and working environment will inevitably be changed, however, teachers have the right to decide whether their environment can be changed. Therefore, most teachers will choose to live and work in a better quality urban environment. This is human nature and justifiable, but it also makes it difficult for urban vocational teachers to provide vocational education services to rural areas. It can be seen from this that in the integrated development of urban and rural areas, it is difficult to implement the vocational education services in place, especially under the influence of the key resource of teachers, which is difficult to migrate to rural areas. It is even more difficult for rural areas to obtain good vocational education services and export high-quality vocational talents, in which the integrated development of urban and rural areas will also be greatly hindered. Table 2 shows the results of a questionnaire survey on vocational education services provided by teachers of a city vocational college to rural areas. It can be seen that many city teachers are willing to provide rural vocational education services, but they are unable to provide services due to practical factors.

Table 2 the Results Of a Questionnaire Survey on Vocational Education Services Provided by Teachers of a City Vocational College to Rural Areas (50 Persons, 100% Recovery Rate)

Investigation questions	Survey results
Would you like to provide vocational education services to the countryside	Yes (50 people); No (0 persons)
Do you think that providing vocational education services to the countryside will have a negative impact on yourself	Yes (50 people); No (0 persons)
Do you think there are difficulties in providing vocational education services to the countryside, please briefly state the difficulties	Yes (50 people); No (0 persons) The difficulties are as follows: (1) it is difficult to work in rural areas mainly because of the influence of physical time and space(2) If they go to work in rural areas, their income will decrease, making them unable to bear the pressure of life, and at the same time, they think it is unfair to their families and children.

3.3 The Awareness of Rural Personnel 'Education is Weak

Excluding the obstacles in vocational education, there is also a weak awareness of education in rural areas, which is also a major factor hindering the integration of urban and rural development, that is, many rural people' s ideology is relatively backward, pay relatively low attention to personal income level, and do not pursue regional development and higher quality of life, therefore, in the face of vocational education, the enthusiasm of rural personnel is insufficient, and considering that they need to pay tuition fees to receive vocational education, which has a certain impact on their insufficient economic income, the enthusiasm of rural personnel for education will be further weakened. In this case, even if all urban education resources can be transferred to rural areas to provide a good vocational education environment for rural areas, the weak education awareness of rural personnel will make it difficult to implement education services to people and talents can not

be fully developed, so the integration of urban and rural education is hindered.

4. The Path of Urban-Rural Integration under Vocational Education Service

4.1 Change the Structure of Professional Posts and Propose the Needs of Professional Talents

In order to make vocational education enter rural areas to carry out education service and train a large number of high-quality talents of different occupations for rural areas, it is necessary to first let rural areas put forward corresponding talent needs for social environment. On the one hand, vocational education can understand the needs of rural talents and facilitate the construction of vocational education service programs, on the other hand, it can change the development environment of rural areas and lay a good foundation for the integration of urban and rural development. So in view of how to raise the demand for professional talents in rural areas, it is necessary for rural enterprises to change their own occupational post structure, and establish new posts according to the actual needs, so that the new posts can show the needs and change the environment. Table 3 shows the occupational post structure and quantity demand of a rural area enterprise after the change.

Table 3 Post Structure And Quantity Demand of a Rural Enterprise after the Change

New posts	Number of talents
Network construction	3
Web Design	2
New media operation	5
Big data analysis	2

4.2 Use the Network Flexibly to Break the Limitation of Physical Space

The fundamental factor that makes it difficult for urban vocational education resources to migrate to rural areas is the limitation of physical space. Many difficulties faced by teachers all come from this. Therefore, in order to provide good vocational education services to rural areas and promote the integration of urban and rural development, we must break this limitation. In this case, focusing on the modern “Internet plus” thinking, people can build an online education platform with the help of the Internet. As a virtual environment, the platform can break the current restrictions, and the resources of city occupation teachers, teaching materials and so on can be reflected in the network environment. Teachers do not have to go to The rural areas personally, forcing their own living and working environment to change. It shows that under the intervention of the network, some problems can be solved. Rural areas can get the help of urban vocational education, obtain vocational education services, train a large number of talents to enter new jobs, and promote the integration of urban and rural development^[3].

4.3 Strengthen the Education and Publicity, and Do a Good Job in the Training of the Importance of Development

To enhance the awareness of rural personnel's education, they should know the importance of rural development. Therefore, it is necessary for local government institutions to strengthen the education publicity in rural areas and organize rural personnel to participate in the training of development importance. In order to guarantee the training effect, local government institutions should emphasize two key points in the training: (1) people can not only pay attention to the immediate interests, but also realize that rural areas must keep pace with the times and improve the

level of economic income in the whole region, so as to realize the well-off for all; (2)the development of rural areas is the overall development of the country. People should accept vocational education services regardless of their personal interests or collective interests, adhering to the patriotic spirit and feelings of the Chinese people. In addition, if the rural personnel do have economic difficulties, the government agencies should also give some subsidies to eliminate their concerns^[4].

5. Conclusion

To sum up, there is a close relationship between vocational education and urban-rural integration development. The former plays an important role in promoting the development of the latter, but in order to play the role of the former, we must get rid of the obstacles in reality. Therefore, this paper discusses the obstacles. In view of the obstacles, this paper puts forward the corresponding development path, and introduces the relevant points, so that rural areas can get good vocational education services, and promote the integration of urban and rural development.

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