

Research on the Feasible Path of Rural Development under the Background of Rural Revitalization

Xinyi Chen

Sichuan Agricultural University, Chengdu 611134, China

Keywords: Rural revitalization, Rural development, Feasible, Path

Abstract: The implementation of the rural revitalization strategy provides support in many aspects for the development and construction of rural areas. The development and construction of rural areas in the new era should, on the basis of fully grasping the current development problems, do a good job in exploring feasible paths for rural development, and strengthen the grasp of the development needs and development directions of rural areas in the new era. In order to further face the future development of rural economic construction, a number of effective development strategies have been formulated.

1. Introduction

Today, the implementation of the rural revitalization strategy has a profound impact on the development and construction of rural areas. Rural areas should formulate scientific construction and development strategies based on changes in development needs in the new era, and further strengthen the analysis and evaluation of feasible development paths, so that rural areas can take new economic construction as the main body and fully integrate into the new environment of economic development in the new era.

2. The Influence of Rural Revitalization Background Development on Rural Development and Construction

(1) Strengthening policy support for rural development

The implementation of the rural revitalization strategy provides policy support for the development and construction of rural areas. Through the implementation of policies such as tax reduction, tax exemption and financial support, rural areas can further develop and expand in more fields based on their own development advantages, get rid of the development restrictions of rural areas under the traditional model, and provide a strong guarantee for the development and construction of rural areas in the subsequent stage. . Therefore, the implementation of the rural revitalization strategy has fully changed the development landscape of rural areas, so that rural areas can better realize the diversified advancement of development and construction from the perspective of building an autonomous development system. In addition, the implementation of the rural revitalization strategy has fully strengthened the quality of agricultural and poverty alleviation work in rural areas, solved the problems of agricultural development in rural areas, greatly improved the level of construction and development in rural areas, and enabled the construction of

rural areas to fully In line with the development of the times, promote the development and reform of rural areas to keep pace with the times. Make adequate policy preparations for rural areas to effectively adapt to the new development environment.

(2) Improve the rural diversified development system

The implementation of the rural revitalization strategy not only provides assistance for rural development in terms of economic and cultural construction, but also creates favorable conditions for the development of rural areas in terms of education, medical care, social environment and living environment, and fully reduces external constraints. The impact on the construction and development of rural areas, and realize the comprehensive improvement of living standards, economic level and education level in rural areas. Therefore, from the perspective of development and construction in the new era, the implementation of the rural revitalization strategy will enable the development and construction of rural areas to form a good development cycle, further build a multi-integrated development ecology in rural areas, improve basic development conditions in rural areas, and improve diversified rural areas. development system. In addition, the implementation of the rural revitalization strategy will strengthen the development and transformation of rural areas, so that the development and construction of rural areas can quickly pass through the painful period of transformation, and improve the effectiveness and effectiveness of the development and reform of rural areas. Make up for the lack of development in some rural areas, so that the development level of rural areas has reached a historical height.

3. The Difficulties Faced by Rural Development in the Context of Rural Revitalization in the New Era

(1) The economic structure and industrial structure of rural development are single

Although the implementation of the rural revitalization strategy has created good opportunities for the development and construction of rural areas, how to seize the opportunities of the times, optimize the structure of economic development, and enrich the content of industrial and economic development in rural areas has become an important restrictive factor for the development and construction of rural areas. From the perspective of the actual development environment, some rural areas generally have problems of single economic development structure and single industrial structure, unilaterally relying on agricultural product planting or animal husbandry, which seriously affects the rapid development of economic construction in rural areas. Once the sales of agricultural products in some rural areas are blocked or market fluctuations occur, it can pose a threat to the economic development of rural areas. The main reason why some rural areas have a single economic development structure is mainly because some rural areas lack the driving force for development and reform, and fail to formulate effective development strategies for future rural economic development and construction, so that the economic development of rural areas will be produced. the problem of eating out of money”. In the long run, the impact of the implementation of the rural revitalization strategy on the development and construction of rural areas will inevitably decline, and the economic development capacity of rural areas will also decline.

(2) Lack of professional talent pool in rural areas

Lack of professional talent pool is the main problem facing the development and construction of rural areas under the background of rural revitalization and development. Compared with urban areas, rural areas have disadvantages in geographical environment, traffic environment, living environment and economic environment. The employment rate of some professional and technical personnel for the development of rural areas is relatively low. The problem of brain drain in some rural areas is particularly serious, which further hinders the development of rural areas and makes it impossible for rural areas to develop and transform based on the construction of agricultural

technology-based industries. In addition, the lack of professional talent reserve in rural areas actually reflects the lack of development competitiveness in rural areas. It is impossible to learn from the experience of development and construction in urban areas and strengthen the absorption of professional and technical personnel, so that the development and construction of rural areas can only rely on farmers, It is difficult for government agencies and enterprises to establish a diversified rural economic development system based on the cultivation of technical talents. Over time, the development and construction of rural areas will inevitably lead to lagging problems, which is not conducive to the steady progress of economic construction in rural areas in the subsequent stages.

(3) Insufficient level of modernization construction in rural areas

Promoting the development of modernization in rural areas is also the key to the implementation of the rural revitalization strategy. However, some rural areas did build a sound development system for modernization in the early stages of the implementation of the rural revitalization strategy. However, with the gradual deepening of modernization development and reform, the problem of lack of human resources, economic resources and material resources for the development of modernization in rural areas has become more and more serious. Instead, a deformed modernization development trend has been formed, so that the modernization development of some rural areas only meets the development and construction needs of a certain stage, and fails to make plans from the perspective of long-term promotion of the modernization development and construction in rural areas. In view of the above, rural development under the background of rural revitalization should be based on the solution of some basic problems, correct its wrong development direction, and formulate scientific rural development strategies around the sustainable advancement of rural development and construction, so as to better improve the future stage. The development level of rural areas has laid a solid foundation.

4. Feasible Paths for Rural Development under the Background of Rural Revitalization

(1) Deepening the construction of industrial and economic development structure in rural areas

The significance of deepening the development and construction of industrial economy in rural areas is to solve the problem of single economic structure and industrial structure in rural areas. The development and construction of the new era can make an effective layout for improving the environmental adaptability of economic development in the new era. For example, in order to optimize the industrial economic development structure in some rural areas, the cultivation of a single variety of agricultural products should not be unilaterally used as a development factor, but the expansion of agricultural product planting categories, the development of new technologies for agricultural product processing, and the strengthening of industrial resource integration should be regarded as the economic construction of rural areas. The new direction of development enables the economic development and construction of rural areas to form a positive economic cycle. Through the integration of industrial resources in rural areas and the enrichment of industrial structure, rural areas can concentrate high-quality resources to build commercial brands with market influence, enhance the core competitiveness of commercial brand development in rural areas, and enable the economic development and construction of rural areas to fully Adapt to the new environment of current economic development.

(2) Create a diversified rural environment (2) development ecology

Creating a diversified rural development ecology is an important part of the development and construction of rural areas from the perspective of rural revitalization, and can effectively solve the problem of insufficient professional talent reserves in rural areas. In this regard, rural areas should improve the development of rural areas from the aspects of economic environment, living environment and social environment, and enhance the attractiveness of rural areas to professionals.

And around the development and cooperation with some universities and educational institutions, do a good job in the targeted delivery of professional talents in rural areas, so that rural areas can rely on the training of technical talents, optimize the industry for agricultural technology development, and improve the actual level of economic development in rural areas. Help some areas get rid of economic development difficulties. In addition, the creation of a diversified environment development ecology in rural areas needs to pay attention to the research on development adaptability. While reducing the input of basic resources as much as possible, it is necessary to do a good job in improving part of the development environment, so as to avoid excessive investment and lead to the development and construction of rural areas falling into A vicious circle reduces the risk of economic development in rural areas.

(3) Strengthening foreign cooperation in the development and construction of rural areas

Strengthening foreign cooperation in the development of rural areas refers to providing support for the modernization construction and development of rural areas through the introduction of external resources, realizing the exchange of development resources in rural areas, and enhancing the level of modernization development and construction in rural areas through two-way complementarity of development and construction. For example, rural areas can attract investment to enterprises, and based on the construction and development of non-pillar industries, they can provide financing to enterprises, financial institutions or non-governmental organizations. In rural areas, based on the exchange of land resources and commercial resources, it can be used as a mortgage for the financing and development of rural areas. In this way, the acquisition of external resources is realized. Among them, the main reason why the non-pillar industries are used as the basis for development is that the pillar industries must be firmly in the hands of rural farmers and government agencies, so as to ensure the financing and development of rural areas, and rely on the economic support of the pillar industries. , improve the control of financial risks and economic development risks, avoid unnecessary land disputes due to insolvency in rural areas, and ensure the basic source of income for farmers in the process of modernization development and construction in rural areas. Furthermore, while fully absorbing external resources, it promotes the internal cycle of economic development.

(4) Accelerating the transformation of scientific and technological development in rural areas

From the perspective of the industrial development structure and education level in rural areas, in fact, most rural areas in my country do not have the ability to establish driving technology demonstration enterprises. However, based on the development of the technology industry and a firm grasp of the upstream commodity bargaining power of technological resources, the rapid transformation of rural areas towards technological development can be achieved. For example, based on farmers' organic fertilizers as raw materials, development cooperation is carried out with agricultural science and technology enterprises, and by optimizing the quality of organic fertilizers and fertilizer production models, it provides agricultural science and technology enterprises with scientific and technological research and development raw materials support, so that rural areas can occupy a favorable upstream position in the science and technology industry. This strategy, on the one hand, solves the problem of insufficient stability of economic development in rural areas. On the other hand, it can also strengthen the development cooperation with agricultural science and technology enterprises by strengthening the value-added of agricultural products, so that the development results of agricultural science and technology enterprises can be transformed into priority for some Pilot development in rural areas. In this way, it will help rural areas to better obtain high-quality development resources.

(5) Establish new channels for the development of the Internet economy in rural areas

In recent years, the rise of online shopping and Internet finance has changed the development structure of the agricultural industry and enriched the marketing channels of agricultural products.

The rapid development of new media provides a new path for agricultural product marketing. The development and construction of rural areas should be based on the development of online shopping and Internet finance in the new era, and the construction of new media platforms in the development of rural economic markets. Internet is fully connected. In this way, the problem of lagging development in rural areas can be solved, so that agricultural development and construction in rural areas can effectively integrate Internet resources. In addition, the establishment of new channels for the development of Internet economy in rural areas should be based on the development characteristics and development needs of their own agricultural industries, and development plans should be formulated in a targeted manner to ensure the use of Internet economic development channels in rural areas.

5. Conclusion

To sum up, the rural development and construction under the background of rural revitalization should get rid of the dependence on the traditional development model, focus on the construction of the new economic system in the new era, and make a diversified development and construction layout, so that the development level of rural areas can be in the existing environment. Steady improvement was achieved.

References

- [1] Zhan Yirui, Deng Wen, Xiao Jingfeng, et al. Research on the sustainable development path of rural collective economy in Hunan Province under the background of rural revitalization strategy [J]. *Hunan Agricultural Science*, 2021(9):4.
- [2] Cao Ran, Mu Saihua, Zhu Caixia, et al. Analysis on the realization path of rural industry development in Yunnan hot area under the background of rural revitalization strategy [J]. *Rural Economy and Technology*, 2018, 29(13):2.
- [3] Bao Derui, Li Qiyu, Wei Ling. Research on the development path of rural tourism in the ancient town of Xianshi, Zigong City under the background of rural revitalization [J]. *Rural Economy and Technology*, 2021, 32(15):3.
- [4] Cao Qinghua, Mo Binbin. Research on the path of rural cultural construction in Guangxi under the background of rural revitalization strategy [J]. *Journal of Nanning Normal University: Philosophy and Social Sciences*, 2020, 41(5):8.