

Study on the Strategy of Rural Revitalization in Ethnic Areas of China

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Abstract: Since the 18th National Congress of CPC, general secretary, has emphasized many times that there is no national modernization without agricultural and rural modernization, adhere to the priority of agricultural and rural development, and implement the rural revitalization strategy^[1]. In January 2018, the CPC Central Committee and the State Council issued the Opinions of the CPC Central Committee and the State Council on the Implementation of the Rural Revitalization Strategy, making a general layout for the implementation of the rural revitalization strategy. Since then, our governments at all levels have issued opinions and plans, taking the rural revitalization strategy as an important part of the great rejuvenation of the Chinese nation. At the same time, as a systematic project, the rural revitalization strategy not only needs scientific planning, but also needs to be promoted from education, society, culture and ecology.

1. Introduction

Rural revitalization is a strategic measure to achieve social modernization in China, and rural education, as an important part of it, provides spiritual momentum for rural revitalization strategy. In this context, the development logic of rural education should follow the socialist core value orientation, serve the internal needs of the rural revitalization strategy, and build a modern rural education system with Chinese characteristics. Developing rural education is not only the internal guarantee of scientific development, but also the proper meaning of the rural revitalization strategy. Based on the actual conditions and development laws of rural education, we need to vigorously solve the problem of unbalanced and insufficient development of rural education and realize the equitable development of social education and the optimal allocation of educational resources.

1.1. Clarify the current situation of rural education and improve education policies and measures

Improving the level of rural education is the fundamental policy for the development of rural society^[2]. At present, the biggest weakness of China's education development is rural education,

which is mainly reflected in the insufficient and unbalanced development of high-quality teaching resources. For example, some remote rural schools have not received fair and adequate support due to the lack of clear policy direction, which seriously restricts the educational effect and objectives. Therefore, in order to focus on the internal requirements of the rural revitalization strategy and serve the sustainable development of the rural revitalization strategy, the development of rural education should pay more attention to the scientificity and rationality of the rural education policy. Based on the education needs of different age groups in rural areas under the current vision of urban-rural integration, and in view of the existing problems and future challenges in the construction of the rural education system, the diversified and precise supply of policy measures should be realized.

1.2. Focus on industrial integration and development to build modern vocational education

promote the integration and development of rural primary, secondary and tertiary industries, support and encourage farmers to find jobs and start businesses, and expand income growth channels. The realization of this goal depends on the modern vocational education system. We need to improve the production capacity, innovation ability and competitiveness of farmers in general to adapt to the development of industrial integration, strengthen the construction of modern vocational farmers, and optimize the human resources in rural areas. Therefore, through the construction of a practical, diversified and professional vocational education system, the normalization and professional training of knowledge and skills will be realized, the creative potential of hundreds of millions of farmers will be continuously released, and the seamless connection between vocational education and industry will be ensured, thus continuously transforming into agricultural productivity.

1.3. Improve funding mechanism and enhance education security

At present, the system of central transfer payment, provincial government overall planning, and county based investment in rural education has led to the imbalance and insufficiency of rural education resources, which further restricts the sustainable development of rural education. This requires us to constantly optimize the level of investment and allocation of rural education funds, give full play to the role of provincial and municipal governments, and make reasonable institutional arrangements for the financing and use of rural education funds by promoting the reform of the division of government powers and expenditure responsibilities. In addition, we should actively strive for the support of social funds to achieve the diversified development of rural education funding sources.

2. Revitalize the rural society and enhance the governance effectiveness of the rural revitalization strategy

The report of the 19th National Congress of the Communist Party of China put forward that we should attach great importance to the construction of the rural governance system, improve the governance system that combines autonomy, rule of law and rule of virtue from the practical perspective of rural social governance, and further improve the level of rural social governance. With the deepening of the rural revitalization strategy, it points out the direction for rural social governance, and at the same time, the revitalization of rural society also injects impetus into the comprehensive implementation of the rural revitalization strategy. To improve the effect of rural governance, it is necessary to systematically analyze the rural social structure and historical changes from the perspective of rural revitalization strategy, and then design policies for rural social

governance. Build a diversified governance system through governance policy innovation.

2.1. Promoting democratic participation at the grass-roots level

The core of rural governance is grass-roots democracy, which can not only coordinate the interests of rural areas, but also enable the rural revitalization strategy to be fully implemented in rural areas. Since grass-roots decision-making will involve the vital interests of the villagers, democratic participation is particularly important. In the decision-making process, we should focus on the key issues of rural governance, deeply understand the interests of the villagers, achieve scientific decision-making and process supervision through a scientific participation mechanism, improve the democratic level of the grass-roots political ecology, and let the majority of farmers really feel the sense of achievement of being masters of their own country.

2.2. Improve the rural governance network

With the changes of the times, when it is embedded in the context of rural governance, a new concept - rural social governance community has been formed^[3]. In the process of transformation from traditional rural areas to modern rural areas, the main body of rural governance presents a trend of diversification. Grass roots governments, economic organizations, social organizations and individual villagers have gradually formed a complex network system, and their dependence and complementarity in the decision-making process are growing. Through the grid governance model, we can build a "horizontal to the edge, vertical to the end" network management mechanism in the process of social governance. Fully mobilize the enthusiasm and initiative of the grass-roots governance subjects, realize the effective integration of rural social resources, and better serve the rural revitalization strategy.

2.3. Improve the governance operation mechanism

The operation mechanism of rural governance mainly refers to a series of measures, procedures and methods to maintain the stability and orderly operation of the social structure, including: first, improve the interest integration mechanism of rural governance, and build an interest expression mechanism that conforms to the capabilities of different governance subjects; Second, improve the mutual supervision mechanism of rural governance to ensure that each governance subject is in the proper position and role of the structure; The third is to improve the multi coordination mechanism of rural governance, effectively regulate the behavior and mutual relationship of various subsystems in the governance system, and make the governance system form an orderly structure.

2.4. Improve the quality of governance subject

Farmers are the main body of rural governance. The realization of rural social governance is conducive to high-quality farmers, while high-quality farmers can improve the democratic and scientific level of governance. Specifically, to improve the quality of rural governance subjects, we should start from three aspects: first, improve the quality of farmers through education and training. Education and training can not only improve farmers' professional skills and adaptability, but also enhance their ethical awareness; Secondly, we should actively cultivate rural non-governmental organizations. As an important carrier of villagers' self-education, knowledge dissemination and social interaction, non-governmental organizations can not only reduce the governance cost of the grass-roots government, but also promote the formation of a diversified rural governance mechanism; Finally, actively guide the healthy development of the rural elite, establish an orderly

interest expression mechanism for the rural elite by improving the participation channels of the rural elite, and incorporate them into the grass-roots autonomous organizations.

3. Revitalizing Rural Culture and Optimizing the Moral Education Environment of Rural Revitalization Strategy

Culture, as a product of specific ideology, has the characteristics of complexity and long-term in its formation, especially Chinese traditional rural culture ^[4]. In the report of the 19th National Congress of the Communist Party of China, it was clearly put forward that rural ethics and civilization should be one of the five requirements of the rural revitalization strategy. The strategy of rural revitalization should not only "shape", but also emphasize "soul casting", that is, to provide a strong and sustainable source of power for the strategy of rural revitalization through the revitalization of rural culture. In the rural society, the village and culture are an organic whole. The village is the field where culture is nurtured, and culture provides spiritual impetus for rural revitalization. Therefore, improving rural culture based on the cultural background and social tradition of rural society can create a good human environment for the overall promotion of the rural revitalization strategy. Under the background of comprehensively promoting the strategy of rural revitalization, we need to explore the strategies to enhance the rural revitalization from the perspective of rural culture revitalization, so as to inject a steady stream of cultural power into rural revitalization. Specifically, a systematic development model is formed based on excellent traditional rural culture, with the socialist core value system as the main body, and with cultural undertakings and cultural industries as the two wings.

3.1. Carry forward excellent traditional rural culture and enhance the source power of rural culture

China's excellent traditional rural culture, with its distinctive regional and cumulative characteristics, has been the spiritual source of rural complex for thousands of years. To promote excellent traditional rural culture, there are three aspects: first, to correctly treat the value of traditional rural culture, we should not only prevent some negative elements of traditional rural culture from being regarded as essence, but also prevent traditional rural culture from being regarded as the "original sin" that hinders rural revitalization; Secondly, we should constantly improve the ideological connotation of traditional rural culture. As a long-term and systematic social project, we need to constantly tap the positive factors of traditional rural culture and endow it with new connotation in line with the spirit of the times; Finally, we should attach great importance to the protection of traditional rural culture. We should correctly grasp the intrinsic value of rural cultural resources, establish the concept of sustainable development, and make rational use of cultural resources regularly on this basis.

3.2. Adhere to socialist core values and enhance the integration of rural culture

The socialist core value system is the mother of the revitalization of rural culture in China. If it deviates from this political attribute, rural culture can neither reflect its inherent scientific and rational nature, nor will it lose its political foundation and ideological source. Specifically, on the one hand, we must adhere to the guiding position of Marxist thought, and inject an ideological gene full of creativity, charisma and vitality into the cultivation of rural culture; On the other hand, we must adhere to the ideal and belief of socialism with Chinese characteristics, integrate the ideal and belief into the rural culture, and into the process of rural revitalization, so that the "rural revitalization strategy" and "rural culture revitalization" are organically combined.

3.3. Optimize the allocation of rural cultural resources and enhance the internal drive of rural culture

Cultural undertakings and cultural industries are the internal driving force for the revitalization of rural culture. As public goods and services, cultural undertakings mainly rely on government policies and measures. As a product of the market, cultural industries need to give full play to the role of the market in optimizing the allocation. Specifically, on the one hand, with the help of government policies, rural cultural undertakings can be promoted, including increasing the investment in rural cultural undertakings. Optimize the policy environment of rural cultural undertakings and promote the balanced development of rural cultural undertakings; On the other hand, to promote the development of rural cultural industry based on the market, it is necessary to further expand the scale of rural cultural industry and further optimize the structure of rural cultural industry.

4. Revitalizing rural ecology and strengthening the environmental foundation of rural revitalization strategy

4.1. Establish the concept of environmental protection and cultivate the awareness of ecological development

First, improve the villagers' ecological awareness, so that the majority of villagers can truly understand the ecology and understand the ecology, and realize the importance and urgency of rural ecological protection. The second is to enrich villagers' ecological knowledge. We should enrich villagers' ecological knowledge through network platforms, training classes, vocational education and other multiple ways and forms, and really arm villagers' minds with ecological knowledge. The third is to improve the villagers' ecological quality. We should use the scientific concept of development to educate the majority of rural cadres and villagers, so that they can establish the concept of ecological development of interdependence between man and nature, and improve the enthusiasm and initiative of ecological protection.

4.2. Improve the system and strengthen ecological protection

First of all, with the scientific concept of development as the guiding ideology and livable ecology as the development concept, organically combine the internal requirements of rural revitalization with the spirit of rule of law, and improve the rural ecological protection system. Secondly, strengthen the rule of law in rural ecological protection, clarify the law enforcement authority and responsibility of government functional departments in rural ecological protection, and increase the punishment for acts that damage rural ecology. Finally, improve the rural ecological compensation policy, encourage ecological protection investment, and promote the sustainable development of ecological industries in rural areas.

4.3. Improve policies and measures to promote the upgrading of ecological industries

First, improve the policies and measures for industrial development, take the rural ecological policy as the guidance, attract emerging industries to settle in rural areas, and promote the innovation and development of modern agriculture. Second, improve the policies and measures of broad participation, change the previous single administrative control mode relying on the government, and establish an ecological protection coordination mechanism covering rural enterprises, environmental protection organizations and the vast number of villagers. Third, we

should improve the policies and measures for agricultural transformation, introduce new industrial technologies based on our own resources, vigorously develop green ecological agriculture, and use the circular development model to achieve the scientific development of agricultural economy.

5. Conclusion

Under the background of comprehensively implementing the strategy of rural revitalization, rural ecological livability has become one of the most concerned focuses of the masses^[5]. China is a traditional agricultural country. Agriculture and rural areas are the natural link between man and nature, and rural ecology is the environmental foundation for our survival and development. Therefore, without rural ecological civilization, there would be no ecological civilization of the whole society. In 2018, the No. 1 central document and the Opinions on the Implementation of the Rural Revitalization Strategy proposed that ecological livability is the key to rural revitalization. The Strategic Plan for Rural Revitalization (2018-2022) pointed out that: promote the revitalization of rural industry, talent, culture, ecology and organization in a scientific and orderly manner, and build a beautiful and ecologically livable village from the aspects of promoting green agricultural development, continuously improving the living environment, and strengthening rural ecological protection and restoration. Therefore, the revitalization of rural ecology is to build a beautiful ecological and livable village with clean and beautiful living environment, stable and healthy ecosystem, and harmonious coexistence of human and nature. It is better to have green water and green mountains than golden mountains and silver mountains, and green water and green mountains are golden mountains and silver mountains. Rural ecology is the environmental foundation of rural revitalization, and a good ecological environment is the natural advantage and valuable wealth of the countryside. We should adhere to the harmonious coexistence of man and nature, walk out of the green development road of rural revitalization, and make a good ecological environment the starting point and supporting point of rural revitalization.

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