

Study on "hollowing out" rural governance from the perspective of precise poverty alleviation

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Abstract: Precision poverty alleviation is an important measure taken by the the State to promote rural development, and it is the main means to promote rural development in a targeted manner. It is a way of governance that precisely analyzes, precisely identifies, precisely assists and precisely manages the situation of poverty in rural areas in different regions, and the exodus of people and resources caused by hollowing-out is the main reason for the impact of rural development on poverty, and hollowing-out of the rural areas is an obstacle that has to be eliminated on the way of implementing the current policy of poverty alleviation in China. The hollowing out of the countryside is an obstacle that has to be eliminated on the road of implementing China's precise poverty alleviation policy. In order for rural areas to have better prospects for development, effective measures must be taken to solve the problem of hollowing out of the countryside, so as to promote the implementation of the precise poverty alleviation policy, and to make the development of the countryside faster, with better quality and better results. This paper analyzes policies and literature, combines fieldwork and research, analyzes the causes of the rural hollowing out problem, and puts forward suggestions to help manage the hollowing out problem by combining excellent development examples.

1. Introduction

Precision poverty alleviation is a new policy proposed by president, after his visit to Dong Village, Huahuan County, Xiangxi, Hunan Province, in 2013[1]. Precision poverty alleviation, compared with rough poverty alleviation, is an effective policy to help poor households in different areas with different characteristics, which can practically improve the problem of the minimum security in poor areas, promote the development of the countryside, improve the standard of living of the rural people, narrow the gap between the rich and the poor in urban and rural areas, and promote the good governance of hollowing out. This policy can effectively improve the problem of minimum security in poor areas, promote rural development, improve the living standards of rural people, narrow the gap between the rich and the poor in urban and rural areas, promote the construction of a better countryside, and plan to basically realize poverty alleviation in 2020. The introduction of precise poverty alleviation has effectively reduced poverty, and China's rural revitalization has been steadily developing over time, becoming a model for the world. The hollowing out of the countryside is also

the result of change and transformation in the process of social development.[2] Due to the lack of relative resources in the countryside, the rural population has been exported out of the countryside in order to seek development, leading to the phenomenon of changes in the social structure of urban and rural areas. In the process of implementing the policy of precise poverty alleviation, the problem of rural hollowing out is still posing a great obstacle to rural development to a large extent. This paper aims to study the nature of the problem of rural hollowing out, and summarize the experience of promoting rural development and eliminating rural hollowing out in the context of the policy of precise poverty alleviation through field research in the rural areas. This paper aims to study the nature of the problem of rural hollowing out, and summarize the experience of promoting rural development and eliminating rural "hollowing out" in the context of the policy of precise poverty alleviation.[3]

2. Definition of relevant concepts

2.1. Precision poverty alleviation policy

The important idea of "precise poverty alleviation" was first expressed in November 2013, when president first gave the important instruction of "seeking truth from facts, adapting to local conditions, classifying and guiding, and precise poverty alleviation" during his visit to Xiangxi, Hunan Province, and in January 2014, the top-level design of the precise poverty alleviation work model was elaborated, and the top-level design of the precise poverty alleviation work model was finalized. In January 2014, the top-level design of the precise poverty alleviation model was elaborated, thus promoting the idea of "precise poverty alleviation", and in March 2014, president emphasized the need to implement precise poverty alleviation, targeting poverty alleviation targets and focusing on key policy measures when he participated in the deliberations of delegations to the two sessions of the National People's Congress (NPC)[4]. In January 2015, General Secretary president chose Yunnan as his first research site for the new year, emphasizing that he would resolutely fight poverty alleviation and development and accelerate the economic and social development of ethnic areas. Five months later, he visited Yunnan's neighboring province. Five months later, General Secretary president came to Guizhou Province, which is adjacent to Yunnan, and emphasized the need for scientific planning of poverty alleviation and development in the 13th Five-Year Plan period, to ensure that the poor population will be lifted out of poverty on schedule in 2020, and proposed that poverty alleviation and development "is precious in precision, the emphasis is on precision, and the key to success or failure lies in precision", and "precise poverty alleviation" has become a keyword hotly debated in all walks of life.

On October 16, 2015, General Secretary president emphasized at the 2015 High-Level Forum on Poverty Alleviation and Development that China's poverty alleviation work implements the strategy of poverty alleviation with precision, increases poverty alleviation inputs, introduces preferential policies and measures, adheres to the advantages of the Chinese system, pays attention to the six precisiones, adheres to the categorization of policies, implements policies according to the people and the places, implements policies according to the causes of poverty, implements policies according to the types of poverty, develops a batch of people through production support and employment, develops a batch of people through relocation and resettlement, and develops a batch of people through relocation and resettlement. A group of people will be relocated and resettled through relocation, a group of people will be lifted out of poverty through ecological protection, a group of people will be lifted out of poverty through education and poverty alleviation, a group of people will be pocketed through low income policy, and the whole society will be widely mobilized to participate in poverty alleviation.

2.2. The concept of "hollowed-out" rural areas

The hollowing out of the countryside refers to the loss of a large number of young people from the countryside, especially to the cities on a large scale, resulting in an imbalance in the rural population structure. On the other hand, the limitations of the urban-rural dichotomy, coupled with the lack of a rationally designed and planned structure in the countryside itself, have led to the hollowing out of the countryside, which is mainly the result of the large-scale outward migration of the rural working population. The massive outflow of rural labor force, although to a certain extent promotes the development of cities and some people, but the massive loss of youth population labor force also brings great negative impact on rural development, and brings great hidden danger for the construction of modernized rural areas and the sustainable development of rural areas, as well as the construction of rural revitalization[5]. In addition, the outflow of young rural laborers has led to the need for rural women and the elderly to take on greater social responsibility, and the lack of young men in this important role will inevitably lead to a lack of rural production and life, and infrastructure construction. This will inevitably lead to a lower quality of life for families, especially in terms of children's education. The lack of knowledge and technology in production will also lead to women and left-behind elderly people investing more in the agricultural industry, yet obtaining insufficient output value, resulting in a waste of land resources. The loss of young people from the countryside has led to a more pronounced gap between the rich and the poor in urban and rural areas, an imbalance in the personnel structure, and a long-term low level of rural economic development and stagnant development.

2.3. Characteristics of the "hollowed-out" countryside

2.3.1. Demographic hollowing out

Population structure refers to the gender structure, age structure and family structure of the population in a region. Under normal circumstances, the ratio of gender structure is about 1:1. due to the loss of young and strong male population to the outside, resulting in the increase of the female gender ratio, aging aggravation, and the coefficient of children increased[6]. According to statistics, young and strong males represent an important labor force and are also a very important part of the population structure. It is the main cause of rural hollowing phenomenon.

2.3.2. Talent hollowing out

Rural development opportunities and resource conditions are backward, due to the loss of young adults, the political organization of the grassroots rural areas also appeared aging, hollowing out trend. Part of the young and strong polity members, although the organizational relationship is still in the rural areas, but always outside the work, in fact, has settled in the town, it is difficult to participate in the organizational life; rural grass-roots organizations in the proportion of elderly polity members is higher, affected by age factors, the exemplary and leading role of rural grassroots polity members and cadres is relatively weak. These elderly polity members are constrained by factors such as age, physical condition, and level of knowledge, resulting in relatively poor learning abilities and outdated concepts. Some elderly polity members, due to their high age, are already the objects of concern for the party organization and find it difficult to initiate a leading role[7].At the same time, the loss of young and middle-aged rural labor force, especially outstanding talents, has led to a significant reduction in the reserve population supported by rural polity members, and grassroots political organizations have shown a trend of no successor. This is very unfavorable to the rural grassroots political construction.

2.3.3. Housing hollowing out

The main manifestation of the problem of hollowing out of housing is the hollowing out of rural areas, which is manifested not only by the exodus of young and middle-aged people, but also by the phenomenon of geographic "external expansion and internal emptiness", but the most important reason for this phenomenon is the long-standing system of rural residence bases. Farmers have built houses on the outskirts of villages, creating a hollowing out of the countryside, and a hollowing out of rural houses by building new ones but not tearing down the old ones[8]. Rural residential base is the village collective for the welfare of farmers, play a safeguard power, with the massive increase of rural workers into the city, the original rural residence shows signs of decay, but, with the expansion of urbanization in some areas, the property power of the residential base is increasingly prominent. Farmers in the free distribution of residential land, the increasing property value and growing demand for housing under the pull and high prices in the city, vigorously in the rural areas to build houses, which is not even lack of some "non-transferring" household registration population speculation, and thus the formation of the rural geographic environment on the "external expansion of the internal empty "The dilemma of the rural geographic environment. Although the ownership of rural residential base belongs to the village collective, but the attachment on the residential base that is the ownership of the house belongs to the farmers, so that the rural residential base at the same time with the right to property and security of the right to two kinds of power, which is undoubtedly in the transfer of idle residential base in the process of the transfer of the farmers to reduce the transfer of the willingness. Geographic hollowing out of rural areas highlights the rural exodus of resources brought about by the state of idleness, and because of the lack of circulation and the lack of practical use of rural residential land, further aggravating the hollowing out of rural areas.

2.3.4. Facilities hollowing out

Rural areas find it difficult to receive significant support in social security due to population, economic and other issues. Due to the shortage of labor in rural areas, there is a lack of systematic industries and funding, resulting in inadequate construction of transportation facilities, significant differences in road conditions compared to cities, and inconvenient transportation; at the same time, due to inadequate living environment and daily living conditions, rural areas lack attractiveness and often lack sufficient teaching staff. In recent years, the phenomenon of rural primary school mergers has been relatively serious, and many rural children have to cross village to receive education. Similarly, due to the lack of medical equipment and doctors, rural clinics often lack the ability to treat and respond to large-scale diseases, and the medical problems of rural residents are also prominent.

3. The main problems of rural governance in the context of rural "hollowing out".

3.1. The influence of ideological concepts

Under the influence of the traditional ideological concepts of the ancestors, the rural population is more willing to join the city with more opportunities for development, and in the pre-reform and opening-up period, most of the rural population regarded it as a goal to go out of the countryside and enter the city to live and work[9]. "The countryside is no better than the city, farmers have no future", this is the current thinking of China's growing dispersion, this thinking has led to drastic social changes, a large number of farmers flocked to the city, looking for opportunities for development, the loss of the young labor force, the remaining is an old, sick and disabled hollow villages, as opposed to the progress of the general environment, the rural areas have become one of the Huge victims, and these farmers in order to survive in the city, even if they become a working machine, they are not

willing to return to rural development, because they believe that "this is in the city can not mix, incompetent performance.

3.2. Lack of resources and backward economic conditions in the countryside

China has a long history of rural development, and agriculture is the foundation of China's economy. Before the establishment of the People's Republic of China, the rural economy was always in a low level of development stage. However, after the establishment of the People's Republic of China, China used various forms of policies to promote economic development. In order to achieve the vision of development, according to historical statistics, a large amount of experimental investment began during the Republic of China period. However, due to various factors limiting the development of rural economic foundation, the effectiveness of rural construction and development of rural economy is not significant. Until the reform and opening up, the rural economy has only achieved a certain degree of development, but it is not so prominent in the high-speed development of cities during the same period. Even in the rapidly developing 21st century, there is still a shortage of resources in many aspects in rural areas.

3.2.1. Education

Due to the poor economic conditions in rural areas, the school infrastructure and educational resources are relatively simple, school buildings, teachers and urban gaps exist, in the current rural areas to fully implement the exemption of miscellaneous fees for compulsory education and various policies to ensure that children in rural areas can receive a high standard of education, but rural education is still relatively basic, the lack of rural schools are equipped with laboratories, the lack of activities, rural children are difficult to receive a high standard of education. The lack of activities makes it difficult for rural children to acquire knowledge through practice. In addition, the teaching staff is also relatively poor, and it is still a minority to actively give up better development opportunities and choose to have teachers rooted in rural areas. Under the leadership of the teacher talent shortage of teacher teams, rural children lack a broader vision, and thus can not learn better.

3.2.2. Healthcare

Before the reform and opening up, the difficulty of seeing a doctor in rural areas was a very common problem. The early rural population could not afford diseases, the living standard was low, the living environment was poor, and the incidence of diseases was high. Although after the reform and opening up, the state pays attention to the special support of medical and health, and under the protection of family planning policies, the birth rate can be guaranteed, and the current situation of the difficulty of seeing a doctor has been changed to a certain extent, but in terms of the construction of medical and health care and the construction of living environment, rural areas are still backward. In the habit of thinking formed for a long time, rural people have developed the wrong idea that "minor diseases can be fought, but major diseases cannot be treated", which has led to the status quo of long-term poor medical and health conditions.

3.2.3. Housing

At present, China is in the stage of rural urbanization, but most of the urbanization was established on the basis of migrant relocation projects, not the real development of the rural economy. a part of the people in possession of migrant resettlement housing resources do not live, and still choose to enter the city to develop, to a large extent, leading to the government's "special care" for the rural areas become meaningless. the reason for this is that there is no systematic institutional arrangements,

failing to solve the problem of farmers' housing and housing in the rural areas. The reason for this is that there is no systematic institutional arrangements, failing to solve the problem of farmers living at the same time to solve the problem of their survival and development, the real difficulties faced by the rural community has not been resolved, the rural community's relatively backward living conditions have not been improved.

3.3. Low degree of implementation of national policies

On the road to combating rural hollowing out, in order to improve the rural economy and promote rural development from a practical point of view, the state has issued a large number of policies, such as: opening rural cooperatives, implementing the policy of supporting the return of rural workers to their hometowns to start their own businesses, and other types of subsidies and social security, as well as the policy of poverty alleviation and rural revitalization, the state tries to improve the rural economic environment, develop the rural economy, and improve the quality of life of rural groups. However, due to the low cultural quality of the rural population, the grassroots government's relatively poor implementation capacity will lead to a biased understanding of the policy, which will lead to a significant reduction in the implementation of many policies.

3.3.1. Reform policies

As early as 1982 to 1986 at the beginning of the reform and opening up, the State issued the No. 1 document on rural reform and agricultural reform, which required the State to carry out institutional reforms and scientific and technological construction of rural areas, as well as to carry out restoration of ecological resources, with the aim of accelerating the rural areas towards modernization and using science and technology to develop the rural areas. The policy of reform and opening up is unprecedented in any sense, and rural development has faced enormous challenges. In the process, China's poor population has been greatly reduced, and a large number of rapidly developing rural areas have emerged, and the development of the reform and opening up era has also revealed a number of problems, leading to the status quo of China's class solidarity, wealth barriers, and economic inwardness, with the affluent rural areas becoming even richer and the poor areas becoming even poorer, which has also led to a situation of class solidarity, wealth barriers and economic inwardness. The poorer areas are even poorer, which also leads to unfair distribution of social wealth.

3.3.2. Population Policy

Although the family planning policy was not formulated for rural development, it was to a large extent favorable to rural development at the time. During the period when the family planning policy was in effect, extensive publicity and education were conducted, and in most areas it played a role in controlling the population and solving the problem of an aging population to a certain extent, but there are still a large number of people in rural areas who are illegally overbearing, and there are even some areas that ignore the family planning policy. The purpose of the family planning policy is to ensure a stable demographic structure, and on the other hand, to provide medical support for the rural population and to reduce the mortality rate of newborns and pregnant women. However, it can be seen clearly that the family planning policy has benefited more economically developed areas, and in the same period of time, there was also the one-child policy, which was a restriction on the policy, and the other was an incentive for one-child families. As a result of the long-standing patriarchal ideology in the countryside, rural families want to have boys in order to satisfy themselves, which has led to the neglect of the family planning policy and the one-child policy, which ultimately do not play the role they are supposed to play in the rural areas.

3.3.3. Precision Poverty Alleviation Policy

The Precision Poverty Alleviation Policy is to provide subsidies and assistance to families whose annual income is below a certain standard, and to raise the annual income of impoverished families by investing in capital and technology. The Precision Poverty Alleviation Policy encourages young people to return to their hometowns to start their own businesses, and to learn techniques of farming, animal husbandry, and planting in government-arranged programs, and then the government provides the resources to help impoverished people to start their own industries. By 2021, the Precision Poverty Alleviation Policy has achieved great results, China has eliminated absolute poverty, but there is still a huge development gap between the East and the West, in the relatively backward western rural areas, there are still a variety of poverty-stricken families, which can ensure a normal life, but the family is unable to face the occurrence of major accidents. After some families have been lifted out of poverty, there is still a great risk of returning to poverty due to the subsequent operation and decision-making, so there are still various "worries" in the rural areas of China. China's determination to develop the countryside is huge, and has implemented various policies to ensure the development of the countryside, but these policies are not the end of rural revitalization, but a starting point, the implementation of policies in the process of rural development is still a major problem.

3.4. Lack of rural culture

Culture is the common experience of a society maintained by relying on a system of symbols and individual memories. In this way, the "present" of each individual is not only a projection of his personal "past" but also a projection of the "past" of the whole nation. History is not a decorative ornament for the individual, but a practical and indispensable foundation for life. Another reason for the hollowing out of the countryside is the decline and lack of culture. Rural young and middle-aged people go to the cities to work, and the traditional culture and traditional way of life in the countryside gradually become less and less, and the influence of urban culture is often more pronounced, so that their interest in traditional cultural activities in the countryside diminishes, and it is difficult to organize large-scale traditional cultural activities in the rural areas due to the exodus of young and middle-aged people, and the new culture accepted by the peasants who have gone to work in the cities is often incompatible with the rural environment. However, the new culture received by rural migrant workers is often incompatible with the rural environment and difficult to promote and develop. As a result, the traditional rural culture has gradually declined, while the new culture has not been established, thus forming a vacuum period of rural cultural construction. In addition, rural areas have paid little attention to the construction of rural cultural services for a long time. Rural public cultural services are often mere formalities, and many rural cultural resource points have never been used, and are only set up to complete the tasks assigned by superiors. Numerous rural cultural resource points have never been activated, and are only set up to complete the tasks assigned by the superiors, and most of the ones that are activated are of poor quality, and can hardly play the function of promoting the construction of civilization in the countryside as they should be, while the phenomenon of "private in public out" is also more serious, with farmers crowding public cultural facilities to carry out privatized activities, for example, using the village's public cultural plaza for drying grains and so on. Compared with the economic activities in rural areas, the importance of cultural activities is not enough, and the status of cultural activities is relatively low in the minds of peasants, and it is difficult to improve the cultural and moral quality of peasants. The heritage of local culture has its own significance, for the Chinese countryside, is the bones and soul of the body, the local culture is the cohesion of the Chinese nation, but the rapid economic development and urbanization process continues to promote the lack of local culture is a major factor leading to the hollowing out of the countryside, the impact of modern science and technology to the original local culture, the arrival of

cell phones fast age, so that a generation of young people are obsessed with popular culture, forgetting the rural areas. Obsessed with popular culture, forgetting the original ancient culture of the countryside, more and more intangible culture to no one to inherit. The continuation of thousands of years of unique rural culture but in the history of the extinction. Compared with the inheritance of rural native culture, people are more prone to receive the impact of popular culture and foreign culture, on the one hand, the economic benefits brought by the native culture can not be compared with the emerging culture, which also leads to the pursuit of greater benefits to abandon the countryside, into the city, to continue their pursuit of culture, which also leads to the hollowing out of the countryside. At the same time, due to the difference in the concept of generation and the difference in the degree of cultural richness between urban and rural areas, the new farmers unconsciously give birth to the idea that the rural culture lags behind the urban culture, and the traditional culture further declines, and the phenomenon of cultural hollowing out in the countryside is also gradually aggravated.

4. The current situation of "hollowing out" governance in three villages in Shaanxi Province

4.1. Tang Village, Chang'an District, Xi'an City, Shaanxi Province

Baozhai Village faces gullies to the east, west and north, with a large area of gentle slopes to the south. In Tang Village, you can see the unique beautiful scenery of Zhongnan Mountain described in ancient poems, but it used to be a "hollow village" with backward development, a lot of land lying idle and old houses. However, today's Tang Village in the original old-fashioned houses on the basis of injecting the cultural soul, the characteristics of the transformation, the development of unique tourism, accommodation resorts, change the "hollow" situation. A large number of talented people to return to the village for entrepreneurial development, but also attracted outside investment, hollowing out the problem has been greatly improved. Due to the side of Zhongnan Mountain Due to the reason, Tang Village from ancient times is the Han and Tang dynasties royal hunting resort, literati and writers excursion resort, where the poetry and cultural flavor is strong, has retained a lot of praise of the poem. During the development of Tang Village, tea culture and Tang life culture were injected into it, creating a center where ancient culture could be experienced in modern society. More importantly, Liu Qing wrote his influential novel "History of Entrepreneurship" in Tang Village in the early days, recording his 14 years of residence in Chang'an, where he lived and worked with the villagers, and many of the prototypes in the book came from Tang Village. In this way, Tang Village integrates multiple cultures and has been developed and managed by Huajian Group to integrate old style buildings with various cultures, creating a well-known cultural village that attracts tourists from all over the world. At the same time, by introducing commercial streets, the indigenous people in the village began to produce locally, opening farmhouses, characteristic manors, characteristic homestays, and constructing the Meihua Sea View Scenic Area, attracting a large amount of funds and talents. It has greatly solved the problem of "hollowing out", created a village in the Tang Dynasty, fully explored its cultural heritage, preserved the local culture, given it a different vitality, and built it into a model for the implementation of Xi'an's rural revitalization strategy and the experiment of rural reform.

4.2. ChiNiuWa Village, Jia County, Yulin City, Shaanxi Province

ChiNiuWa Village is located in the southeast of Jia County, Yulin, along the Yellow River, surrounded by mountains on all sides, forming a low-lying, village population of more than 300 households, more than 1,000 people have 2,100 acres of jujube gardens, is the first batch of new socialist countryside demonstration villages in Yulin City, access to municipal top ten rural tourism demonstration villages, the provincial level civilization demonstration villages, and many other titles.

Chiniuwa Village is a typical village in northern Shaanxi, with problems such as poor economic conditions, poor infrastructure such as medical, health, and education, and inconvenient transportation in the early stages. Due to its loose loess soil, which is barren and unsuitable for most crops, the agricultural economy is almost unable to develop. Local farmers mainly rely on planting jujube trees for a living. They go out to work during the immature season of the jujube trees, and then return to their hometown to pick jujube trees during the mature season. They obtain economic benefits by selling jujube trees, which goes back and forth throughout the year. Since 2009, under the leadership of the secretary of the village committee, the village has relied on the loess culture to start a rural tourism industry, utilizing discarded agricultural tools and household items to build a folk culture museum with unique characteristics of northern Shaanxi. During this period and mobilize farmers to open the original rural situational drama, "to the village as the stage, to the villagers as actors, to agricultural tools as props," to show the actual scene of things to work. On the basis of the original jujube planting, the construction of the "Ten Mile Jujube Grand View Garden" featured scenic area, forming a "summer cool view of the landscape, autumn picking fruits and tasting jujube" featured tourism activities, while also carrying out deep processing of jujube to the national and even the world sales promotion. Kiln into a scenic spot, attracting many tourists, and at the same time also attracted a large number of villagers to return to their hometowns for employment and entrepreneurship, set up a farmhouse, to participate in the show, and to build their hometowns. Through the development of rural tourism, the formation of jujube planting team, the development of agro-paradise and special accommodation, has helped the poor population of more than 200 people, in 2021, the village's net annual income rose from 8,500 yuan in 2016 to 13,000 yuan, is to realize the elimination of "hollowing out" of the characteristics of the typical village.

4.3. Dongshanguan, Hanyuan Town, Ningqiang County, Hanzhong City, Shaanxi Province

Dongshanguan in the western suburb of Ningqiang County, Hanzhong City, Shaanxi Province, was a sparsely populated poor mountain village in the early days. Because it is the birthplace of the local Qiang culture, since 2006, Ningqiang County has carried out the work of rescuing and protecting the Qiang culture, collecting more than 200 physical objects to set up an exhibition of the Qiang culture. In October 2008, it was also listed as one of the Qiang cultural ecological protection zones, and Qiang Expo Park has become one of the key protection projects for the protection of the humanistic heritage. The Qiang Expo Park has become one of the key conservation projects for the protection of humanistic heritage. In 2008, after the 512 earthquake, the government of Ningqiang County in Hanzhong City started to focus on the construction of the Qiang Expo Park and the protection of cultural heritage, and the construction of the excursion park, which covers an area of more than 1,000 acres, with a total area of 25,000 square meters of the cultural exhibition center, and opened a number of cultural exhibition halls in the Qiang Expo Park to restore the original cultural life and show the cultural life of the Qiang culture through the display of physical objects, photoelectricity and restoration of the ancient buildings. Through physical display, optoelectronic technology and restoration of imitation ancient buildings, the original cultural life will be restored and displayed.

By uniting with Wanli Tongbao Group, constructing agricultural and sideline products incubator, and then combining with the support of industrial poverty alleviation in precise poverty alleviation, Qiang Expo Park in Dongshan Guan is thus developed. And according to the preestimation, the whole Qiang Expo Park industrial system, the annual output value is expected to be between 1.5 and 2 billion yuan, while a large number of local people return to their hometowns to start their own businesses, as well as attracting inflow of outsiders to solve the employment problem of more than 2,500 people in the locality, and eliminating "hollowing out" on a large scale.

5. The precise poverty alleviation perspective of the "hollowing out" of rural areas to improve the governance of the path of choice

5.1. Increase publicity to encourage villagers to build the countryside

Poverty alleviation, as a major issue that current society needs to face, requires the support of various government policies. The policy of publicity in place or not will largely affect the policy of the magnitude of the role. The need for policy refinement, popularization of interpretation, and the content of the policy effectively conveyed to the farmers, is that they fully understand the policy of the practical significance of the analysis of the policy of this approach can be transmitted by way of television. This way of analyzing the policy can be carried out through the way of television broadcasting, specifically in the form of public service announcements. At present, we are in an era of big data, and the Internet can also be an effective way to disseminate policy ideas. All in all, through various ways and angles, the effective interpretation of government policies, so that farmers can receive the content of the policy in an acceptable way, to help rural poverty alleviation, eliminating the "hollowing out" of the countryside is one of the most important basic tasks. Precision poverty alleviation in the context of the advantages of various policies should be used. Emphasizing the enhancement of the attractiveness of various policies, increase the publicity of various policies, make good use of the advantages of big data, the use of the Internet, through the production of picture advertisements, to encourage more people to return to their hometowns to start their own businesses, to attract the return of talent.

5.2. Accelerate agricultural reform and improve farmers' income

The pursuit of better material living conditions is the endogenous driving force that attracts farmers to flow to the city, and is also the basic reason why the hollowing out of rural population traces its roots to the inefficiency of agricultural income and the inability of farmers to obtain sufficient material resources. To break the status quo of rural exodus and attract the return of young and middle-aged migrant workers, we must fundamentally solve the problem of low income level of the primary industry, focusing on the economic revitalization of the countryside, and speak out for the interests of farmers. The low selling price of agricultural products is due to the long-standing scissors difference between industry and agriculture, and the lack of perfect and systematic sales channels for agricultural products, which separates the supply side of agricultural products from the consumption side. Separated by intermediary merchants, farmers are difficult to enjoy the additional benefits of direct marketing of agricultural products. To address this point, China can learn from the advanced experience of other countries, the establishment of integrated agricultural organizations, unified standards, unified sales, the establishment of the supply side and the consumer side of the direct link to ensure the quality of agricultural products at the same time let the farmers enjoy the direct benefits of agricultural products sales, and directly improve the income of farmers, narrow the income gap between urban and rural areas, to attract the return of the working population.

5.3. Accelerate the urbanization of the countryside, one-dimensional

Narrowing the gap between urban and rural urban-rural dualization is an important reason to limit the development of rural areas, is the main problem leading to the development of urban and rural areas appeared unbalanced. In the current development of the towns and cities are generally advanced, the development of the countryside relatively backward, should be taken for the rural areas to take more help and support, to enhance the accumulation of resources in the countryside. First of all, should be to break down the barriers to household registration, to promote urban-rural integration, in

addition to the reform of the household registration system outside of the country, to promote urban-rural integration. It is also necessary to implement a social welfare policy that integrates urban and rural areas, in particular to vigorously push forward the solution of the rural old-age pension problem and the reform of the medical insurance system, so as to realize the uniformity of the old-age pension and medical insurance of the rural areas and cities. Secondly, it is necessary to break the concept of different support policies for cities and rural areas, and to consider them from a higher perspective, implement an integrated economic and social development policy for both urban and rural areas, encourage urban enterprises to invest in rural areas and give them relative preferential policies, change the inherent traditional industrial zoning, and push forward the process of industrialization and urbanization of rural areas, so as to attract a greater influx of people. Narrowing the gap between urban and rural areas also needs to accelerate the reform of the rural residential base system, realize the independence of the property rights of residential bases, promote the free circulation of rural residential bases, make rational use of idle rural resources, improve the efficiency of the use of rural social resources, increase the actual output of the rural economy, and alleviate the phenomenon of rural hollowing out.[10]

5.4. Tapping local culture and developing specialty industries

To alleviate the problem of rural hollowing out, it is necessary to increase the effective supply of rural culture, develop various forms of cultural activities, improve the richness of rural culture and the scientific and moral quality of farmers, and provide cultural and technical support for the transformation of agricultural development.[11] It is also necessary to change traditional ideas, promote the formation of integrated ideas, change the long-term unequal psychological differences, and enhance the cultural confidence and institutional confidence in rural areas. Leaders should take the initiative to explore the local culture with local cultural characteristics, combined with the development advantages of the Internet era, through packaging and deep processing to form an industrial development chain of rural culture revitalization, display their own characteristics of culture at the same time, the formation of a unique cultural industry. Give full play to the advantages of local culture to promote economic development, attract people to return, and effectively alleviate the problem of hollowing out.[12]

5.5. Government policy support and introduction of external investment

5.5.1. Strengthen rural grassroots political construction

The government needs to improve rural residents' political level and awareness of political participation, appropriately raise the level of treatment for rural grassroots management personnel, increase the willingness and number of rural grassroots organization personnel, cultivate rural grassroots political management reserves, popularize the importance of political activities and political participation, accelerate the democratization of rural grassroots governance, cultivate rural residents' sense of mastery, improve the level of rural grassroots governance, and solve the problem of hollowing out of rural grassroots organizations.[13]

5.5.2. Government support

The government should invest more construction for rural development, through financial support, technical support, policy leadership for rural development to provide the road, pointing out the direction, targeted to put forward the implementation of the governance of rural hollowing out program, and support the process of arranging a special team of experts to visit, after a period of implementation to arrange the corresponding acceptance[14]. At the same time The government

needs to pull the investment of social enterprises, the government jointly with enterprises in rural areas to carry out special planning, through the local culture to create cultural research bases, cultural and creative branding, through the Internet publicity, expanding the influence, pulling the consumption of local culture, so as to improve the economic conditions, promote rural development, and improve the phenomenon of hollowing out of the countryside.[15-16]

6. Conclusion

Rural hollowing out is an important problem that hinders China's sustainable development and limits social equity and democratization, and it also greatly hinders the implementation of precise poverty alleviation policies. In order to accelerate urban-rural integration and promote rural revitalization, China has introduced a series of reform measures, but in order to truly solve the problem of rural hollowing out, it is necessary to start from many aspects and consider them in an integrated manner. At the same time, we should have full confidence in the current stage of China's reforms. The hollowing out of the countryside is ultimately a pain brought about by the transformation of China's social development, and after passing this test, China's social development will inevitably break away from poverty in all aspects and move into a new course.

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