

Research on the training mode of agricultural professionals in vocational schools under the background of rural revitalization

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Abstract: Rural revitalization strategy is an important strategic decision made by China in the new era. The shortage of high-quality technical and skilled talents in agriculture industry has brought historic opportunities to the cultivation of talents in agricultural vocational schools. The advantages of colleges and universities in personnel training and allocation of educational resources make them play a vital role in high-level personnel training. Agriculture-related majors in colleges and universities have more advantages in cultivating talents suitable for rural revitalization. With the proposal of rural revitalization strategy, the development of agricultural and rural farmers is faced with brand-new opportunities. As an important base for cultivating agricultural professionals, higher vocational colleges are faced with arduous tasks and challenges not only in the cultivation of agricultural professionals, but also in the reform and innovation of the cultivation methods of agricultural professionals. Combining with the basic goal of rural revitalization and the demand of rural revitalization talents, this paper thinks about how to adjust the orientation of agriculture-related majors in colleges and universities under the background of rural revitalization.

1. Introduction

Rural revitalization strategy is a scientific decision-making arrangement, and it is a strategic goal that coincides with reality. Under the guidance of rural revitalization strategy, agricultural development, rural construction and farmers' income increase have all reached a new level. Modern agricultural revitalization needs a practical, technical, compound and innovative talent team, and talent revitalization is the foothold and key of rural revitalization. The strategy of rural revitalization is a brand-new subject, which needs to establish new ideas, broaden new ways and enhance new kinetic energy, so as to promote the all-round development of agriculture and rural areas. As the base of talent training in colleges and universities, it is very important to cultivate what kind of agricultural professionals for rural revitalization [1]. Talent is an important bottleneck of rural revitalization and the key to restricting rural development.

At present, there is a shortage of agricultural professionals, and there are many limitations in quantity and quality, which restrict the implementation process of rural revitalization strategy. Since the reform and opening up, China's vast rural areas have undergone fundamental changes, and profound changes have taken place in the mode of production organization and rural industrial structure, which put forward very urgent reform requirements for agricultural and forestry higher education [2]. Vocational schools, as the type of colleges and universities with the closest connection with economic and social development, the closest service and the most direct contribution, have the responsibility and obligation to undertake more social responsibilities related to agriculture. Promoting industrial development and optimizing rural social governance are the unshirkable social responsibilities of agriculture-related vocational schools. Based on the theory of "Rural Revitalization Strategy" and the training of agriculture-related talents in higher vocational colleges, this paper tries to put forward some practical countermeasures and suggestions for the scientific development of agriculture-related talents training in higher vocational colleges.

2. Current situation of agriculture related majors in vocational schools

2.1 Insufficient recognition and recognition of agriculture related majors

Due to the low cultural level of the existing agricultural business entities and the relatively backward agricultural business model, the problem of unbalanced and inadequate rural development in China is still outstanding. Therefore, the society is deeply rooted in the traditional agricultural model and has a vague understanding of modern new agriculture. Compared with some popular majors, agriculture-related majors are still slightly unpopular, and it is difficult to guarantee students [3]. The excellent traditional farming culture is full of wisdom handed down from thousands of years to carry out agricultural production at the right time and at the right place, and it is also full of hardworking, hard-working and simple national qualities of the Chinese people. Excellent traditional farming culture is the root of Chinese traditional culture, but local vocational schools have not excavated this farming culture from all aspects, nor have they carried it forward through some courses and campus cultural activities [4]. Therefore, students majoring in agriculture do not understand agriculture and rural revitalization ideologically, so they can't really understand agriculture. Only by deeply understanding the important position of agriculture in national development, raising the awareness of modern agriculture ideologically and strengthening the technological innovation of modern agriculture can we better cultivate agricultural talents, develop agriculture and revitalize rural areas.

2.2 The orientation of agriculture related education in vocational schools is vague and lack of innovation

Rural revitalization strategy is a long-term and complex systematic project. Talent is the key to the successful implementation of this strategy. Rural revitalization involves multi-level and multi-faceted specific work. Therefore, the demand for rural revitalization talents is not only a single demand, but a diversified demand. Innovative and entrepreneurial talents who are familiar with agriculture, rural areas and frontier information will become the mainstay of rural revitalization strategy [5]. As the vanguard of agricultural modernization, agricultural colleges and universities have many advantages, such as specialty setting, enrollment and service fields. They shoulder a sacred mission in the process of higher education leading to rural and agricultural modernization, and play a key role in rural revitalization strategy. The realization of rural revitalization needs to be put into concrete practical actions, and it is necessary to master talents with corresponding operational skills that can promote rural economic and social development, namely rural practical talents [6]. This kind of talents mainly refer to practical talents who are mainly engaged in farming in rural areas, such as rural leaders, professional farmers and all kinds of new farmers. For the realization of agricultural and rural modernization, the promotion of scientific and technological level is very important. Therefore, agricultural and rural scientific and technological talents play an important role in the success or failure of rural revitalization strategy. This kind of talents mainly refers to all kinds of talents whose goal is to improve the modernization level of agriculture and rural areas.

3. Training mode and direction of agricultural professionals in vocational schools under the background of rural revitalization

3.1 The necessity of cultivating agricultural professionals in vocational schools

With the proposal and full implementation of the rural revitalization strategy, new requirements are put forward for the training objectives and training methods of agriculture-related majors in colleges and universities, that is, the positioning of agriculture-related majors in colleges and universities should be adjusted accordingly to meet the needs of rural revitalization. Agriculture-related majors in higher vocational colleges are closely related to the revitalization of rural industries. Agricultural professionals can provide agriculture-related services and technical support for regional agricultural industries. A new round of scientific and technological revolution and industrial transformation requires agriculture-related majors in higher vocational colleges to

grasp the new times, new formats and new demands in time, develop multi-industry integration, adapt to the structural adjustment of agriculture and forestry industries, connect industrial chains and value chains, and adapt to the new normal of economic development. The specialty orientation should meet the needs of national and regional economic and social development, and the service orientation should be clear, in line with the school development orientation and school running direction. Specifically, the specialty of rural regional development in colleges and universities should take the orientation of the college where the specialty is located as a reference, combine the needs of social development in the new era and the development plan of the college, and adjust the specialty appropriately based on the original professional orientation. The adjusted professional orientation still has to obey the orientation of running a school, but it also needs to highlight the professional characteristics and the characteristics of the times [7].

3.2 Vocational colleges and universities should firmly establish the school running direction of talent training of agriculture related majors

The development of agriculture-related majors in colleges and universities is sustainable, so should the cultivation of agriculture-related talents. Therefore, the adjustment of its professional orientation should have continuity, not only to undertake the early development, but also to provide necessary prerequisite support for the subsequent development. In the training of agricultural talents, vocational schools should take the market demand as the guide, accurately locate the agricultural industrial structure and social demand in the region, and take the potential social demand as the cornerstone of talent training. In order to speed up the high-quality development of rural agriculture in China, it is urgent to cultivate more high-quality agricultural laborers and improve their quality and skills.

Faced with the serious shortage of middle and senior technical talents in agriculture, the pace of industrial transformation and upgrading is accelerating, and the requirements of agricultural production for skilled workers are getting higher and higher. For the specialty of rural regional development, the adjustment of its professional orientation should ensure the continuity of personnel training. Although the adjustment of professional orientation should conform to the needs of the development of the times, the cultivation of professional talents is carried out step by step and cannot be accomplished overnight. Colleges and universities don't have to abandon the original orientation completely when making professional orientation adjustment. Every adjustment still needs to pay attention to and maintain the continuity of talent cultivation, which is also the foundation for the growing development of the specialty in rural areas. Schools should determine their own talent training objectives according to their own agricultural characteristics and educational resources. At the same time, we should strengthen the training of rural talents, improve farmers' ability to apply new technologies by strengthening agricultural skills training, make full use of modern science and technology and information technology, and constantly promote the innovation of business format and production mode. Promote the construction of a new agricultural society.

3.3 Vocational schools should strengthen the construction of campus culture for rural revitalization

Vocational schools should strengthen the construction of campus culture for Rural Revitalization. The increasing demand for professional and new talents in Rural Revitalization has become a new concept for the development of agricultural professionals in Higher Vocational Education in the new era [10]. The characteristic culture of agriculture-related majors in vocational colleges is highly consistent with the core socialist values. Its unique cohesion, appeal and influence play the most lasting moisturizing effect on educators and educated people, and lay a solid foundation for rural revitalization. The main characteristics of new farmers are shown in Figure 1:

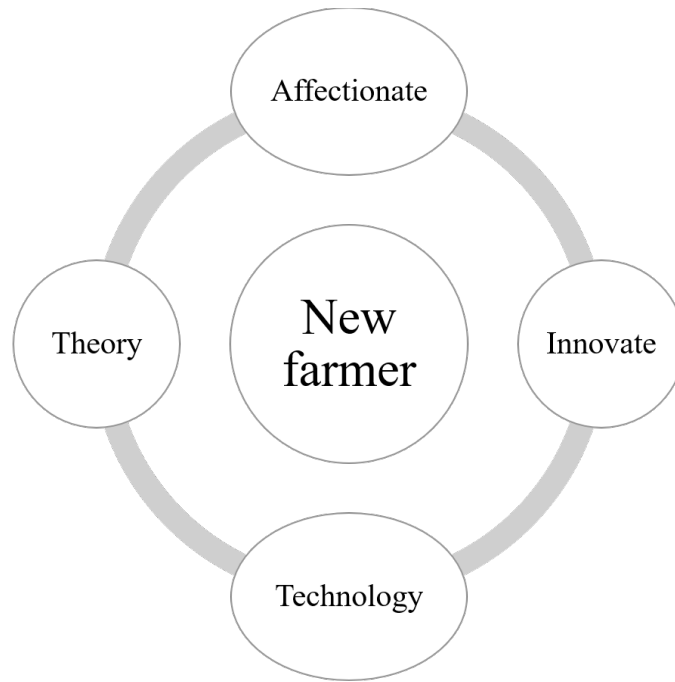


Figure 1 The main characteristics of new farmers

The school can guide the mainstream media to positively publicize China's rural image, establish a new image of China's rural construction in a way acceptable to the majority of social groups, rural ecological civilization and agricultural science and technology knowledge, and strengthen publicity on the campus of vocational schools.

Schools also need to build professional teachers, and incorporate the craftsman spirit into them, which will help to enhance students' sense of identity with agriculture-related majors and services for agriculture, rural areas and farmers, help to integrate professional qualities and professional skills, and cultivate more useful talents with excellent professional qualities, solid professional qualities and hard skills for the revitalization of agriculture.

School can also encourage agriculture-related students to participate in various forms of events such as individuals and groups in a multi-faceted and three-dimensional manner, and rely on vocational skills competitions to build a multi-level system for cultivating craftsman spirit. Career planning and agricultural characteristics, school characteristics, professional advantages, Combining students' specialties, combining career development awareness with students' concerns, leading students to clarify the direction of life, improve their ideological realm, cultivate the spirit of craftsmanship in practice, and realize the sustainable development of students in future work[11].

4. Conclusions

The promotion of rural revitalization cannot be separated from professionals, and the cultivation of professionals cannot be separated from education. In response to the national rural revitalization strategy, vocational schools, especially agriculture-related majors, should clarify the concept of cultivating agricultural talents, and clarify the important value and status of agricultural talents in rural revitalization. Vocational schools must be based on regional development, clarify the talent training objectives of agriculture related majors, establish the belief pursuit of promoting the development of agricultural and rural modernization, comprehensively deepen the education and teaching reform, promote the in-depth development of innovation and entrepreneurship education, cultivate more excellent talents for the local rural revitalization cause, and inject a steady stream of talent guarantee for serving the Rural Revitalization Strategy in the new era, Cultivate a large number of craftsmen for the transformation of a large agricultural country into an agricultural power.

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