

# Study on the Path of Rural Revitalization

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**Abstract.** The rural revitalization strategy proposed in the report of the 19th National Congress of the Communist Party of China in 2017 has become the focus of the work of the whole party, which clearly states that the "three rural issues" should be the top priority of the work of the whole party. The research on the path of rural revitalization strategy starts from the current status of rural revitalization, that is, our country's rural revitalization is still in its infancy, and we study the problems and deficiencies in our country's rural areas. Explore the path from rural tourism, cultural construction, talent cultivation to promote agricultural modernization, and industrial integration.

**Keywords:** Rural revitalization; Rural tourism; Industrial Integration; Urban-rural gap.

## 1. Introduction

Compared with Western countries, we in China proposed the rural revitalization strategy relatively late. Since the beginning of the 21st century, the work of "three rural issues" has always been the core of our party's work. As Liu Zhiyan wrote in his article "Urban and Rural Integration Promotes Rural Rejuvenation": "Co-prosperity between urban and rural areas is the only way for modernization" [1]. In 2018, General Secretary Xi Jinping formally proposed a rural revitalization strategy at the 19th CPC National Congress. Local governments actively responded to the CPC Central Committee's policy call to focus on all aspects of rural development, and adapted rural areas to the development of rural industries, which gradually increased farmers' income.

## 2. Problems in Rural Revitalization

- Large gap between urban and rural areas

The per capita income of urban residents is still much higher than that of rural residents. The status quo of the urban-rural gap has not been fundamentally changed.

- Lack of new professional farmers

With the development of the era of economic development, more and more rural residents have poured into cities in search of opportunities for survival. The gap of rural practical talents is still very large, the problems of weak foundations and large gaps still exist, and the development of actual rural talents is still more urgent [2].

- The rural environment is seriously polluted

Pollution for a long time has led to the deterioration of the ecological environment in rural areas, and the phenomenon of dirty and messy is common. The government has not invested enough in rural environmental governance, and has not fundamentally solved the problem of rural ecological environment. At present, the pollution of rural ecological environment by point pollution is very serious [3].

- Backward cultural construction

The construction of rural culture is a large project with multi-department cooperation and collective responsibility. It is precisely because of the multi-department joint work that everyone can take responsibility and at the same time it can be irresponsible. The efficiency is very low. The arrival of many departments will inevitably cause a waste of resources in cultural construction, and this kind of ball-style efficiency will inevitably hinder rural construction [4].

- Single industry

At present, the integration of rural primary, secondary and tertiary industries is still in the primary stage of development. The comprehensive development of rural industries requires the interconnection of infrastructure and efficient public services. At present, poor water supply, power

supply and gas supply conditions in many rural areas, backward roads, network communications, storage and logistics facilities have led to low levels of connectivity between rural and urban and rural areas, severely restricting the comprehensive development of rural industries [5] .

## 2.1 Rural Revitalization Path

Rural tourism promotes rural revitalization

The typical demonstration area of the whole tourism model is the Enshi Tujia and Miao Autonomous Prefecture in Hubei Province. Relying on the core of the 5A-level scenic spot in Enshi Prefecture, the Grand Canyon and Shennongxi, etc., it will build core attractions that integrate leisure tourism, ecological play, characteristic towns, summer vacations, and sports and entertainment. At the same time, it plans to build characteristic scenic spots in surrounding counties. The core scenic spot is bundled into a 5A scenic spot, which is integrated and promoted to realize the development of tourism in the whole region [6]. Take the following measures:

- Increase government investment in rural tourism to consolidate the foundation for rural tourism development.
- Strengthen rural infrastructure construction and beautify the village.
- Increase publicity.
- Establish a win-win model for rural tourism and play a typical demonstration and leading role.
- Strengthen the construction of rural tourism teams and improve the level of rural tourism management services.

## 2.2 Cultural Construction Promotes Rural Rejuvenation

When culture becomes a core value of science, it is spiritual power, attraction, and soft power; when culture is transformed into industry, it is material productivity and hard power [4].

According to the general requirements for rural rejuvenation, it is necessary to formulate different rural cultural construction content according to local conditions. At the same time, in view of scheduling in the macro direction, a comprehensive rural cultural construction framework is also needed.

- Establish and improve the rural basic cultural facilities system.
- Build a rural cultural service network.
- Cultivate outstanding cultural talents at the grassroots level.
- The government shall establish corresponding supervision and guarantee mechanisms.

In summary, do a good job in rural cultural construction, combine local characteristics, develop cultural industries, and promote economic development, and then go back and continue to build a local cultural system, and strive to build a benign culture with reasonable institutions, well-equipped facilities, and covering all villages. System to help rural revitalization.

(3) Cultivate new agricultural talents, develop agriculture, and promote rural revitalization

In response, the state has also issued a series of documents to encourage and guide agricultural higher vocational education to train agricultural talents, such as the "Decision of the State Council on

Accelerating the Development of Modern Vocational Education" and so on [7]. At the same time, a series of plans and plans were launched, such as the college student village official plan and the special plan for higher agricultural education. In response, the corresponding agricultural vocational education colleges should seize the opportunity to actively approach the rural revitalization plan, combine their own advantages in running schools and educational resources, and help rural revitalization in terms of personnel training, rural services, agricultural research, etc. [8].

- Scientifically and reasonably set up corresponding agricultural disciplines, cultivate professional talents that are urgently needed in the process of rural revitalization, and ensure the quality of talents by reforming the agricultural-related curriculum system.
- Utilize its own advantages, mainly including scientific research teams and related scientific research equipment, to study related agricultural technical problems, and at the same time take

regular trips to the countryside to send the researched new technologies to the first line of production as soon as possible, and through field inspection To obtain first-hand agricultural information and prepare for follow-up research.

- Actively carry out school-to-village docking training activities, and regularly train villagers to receive corresponding skills and techniques. The courses are mainly practical skills and vocational skills training.

- Emphasize the cultivation of talents and morals, and improve the professional ethics and quality of agricultural talents. In order to blindly pursue the benefits, regardless of product safety issues, abuse of chemical products, etc. [9].

After cultivating new types of professional farmers and forming excellent new types of agricultural talents, we must start to actually engage in production, develop agriculture, and focus on efficiency and results. Based on the current new model of economic development, a series of measures must be taken to modernize agriculture in order to develop an agricultural economy and get rid of the current situation of backward and inefficient agricultural industries.

- Industrial integration promotes rural rejuvenation

Industrial integration refers to the integration of multiple industries and industries, common development, and the integration and development of many industries, rather than the development of a single weak industry, can enhance the stability and economics of the industry [5].

Faced with the reality of rural decline, all countries have taken measures to realize the integration of rural industries and promote the development of rural areas. Among them, Japan and South Korea are the most typical. The rural areas of South Korea and Japan have great similarities with the rural areas of China in many aspects such as historical stages, rural landforms, climatic conditions, agricultural resources, etc. [10].

According to this, we can know: firstly, through the construction of infrastructure to improve the living environment to develop agricultural production, to ensure the subsequent industrial integration. The government is also actively playing a corresponding role in guiding the development of rural industries, then activating the ability of autonomous adjustment after industrial integration, releasing its social vitality, and realizing the value-added of rural industrial integration.

- The government establishes a corresponding mechanism to guide and coordinate various tasks and issues in the process of achieving industrial integration.

- Further strengthen the construction of various infrastructures that may restrict industrial integration and increase the attractiveness of investment promotion. Develop an export-oriented agricultural economy.

Reform the rural industrial structure.Exploring new models of rural industry integration.

### **3. Summary**

The development of industrial integration, the realization of multi-industry, multi-functional and coordinated development and cooperation, increase the scale of operations, expand economic benefits, help rural residents continue to increase their income, and then promote rural revitalization.

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