

# The Multi-dimensional Exploration of the Revitalization of Rural Talents in Higher Vocational Education

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**Abstract:** Higher vocational education is a complex system of engineering to help rural talents revitalization, and it is necessary to analyze the joint development of higher vocational education and rural talent revitalization from the perspective of “internal mechanism”. Rural revitalization has five dimensions, among which industrial revitalization is the material guarantee, talent revitalization is the core element, cultural revitalization is the spiritual support, ecological revitalization is the key fulcrum, and organizational revitalization is an important guarantee. The top priority of breaking through the problem and seeking development is to grasp the core and grasp the core of talent revitalization. To help the revitalization of rural talents, higher vocational education needs to focus on cultivating the leaders of rural economic development, the inheritors of rural culture, the maintainer of rural ecological beautification, and the effective practitioners of rural governance. Therefore, higher vocational education should focus on improving the quality and training of human resources, meet the diverse needs of different groups, and strengthen the self-construction of higher vocational colleges. Focus on the needs of rural development, give full play to the school’s expertise and rural advantages, forming a good situation of various resources and complementary development, so as to promote the integrated development of higher vocational education and rural society.

**Keywords:** Higher vocational education;Rural revitalization;Talent revitalization;Practice and exploration

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Promoting rural revitalization in an all-round way is a major task of realizing the great rejuvenation of the Chinese nation, and talent support is the core driving force of rural revitalization. How to improve the quality of talent training in higher vocational education, meet the needs of rural revitalization and empower rural talent revitalization has become a new topic in the current society and in the future. For national rejuvenation, the countryside will be revitalized, and the revitalization depends on talents. To correctly grasp the functional orientation of higher vocational education in the comprehensive promotion of rural revitalization strategy in the new era and to meet the needs of high-quality social development is not only the internal need of the reform and development of higher vocational education, but also the essential requirement of promoting it to adapt to the revitalization of rural talents.

## 1. The role positioning of higher vocational education under the perspective of comprehensive rural revitalization

In China such a traditional agricultural power under the background, rural, agriculture, farmers development level is about the quality of life of millions of people, about the great rejuvenation of the Chinese nation goal important areas, so all industries and fields are focused on their own development advantages, thought why help rural revitalization. As the embodiment of the type of higher education in China, higher vocational education undertakes the unique mission and social responsibility of education. Facing the strategy of comprehensively promoting rural revitalization, it should find its own positioning, focus on the perspective of talent

training and resource sharing, and empower the cause of rural talent revitalization.

### **1.1 Mark the demand of rural industry revitalization and cultivate the leader of rural economic development**

The focus of rural revitalization is industrial prosperity, and the core of industrial prosperity is technology and talent.<sup>[1]</sup> Industrial revitalization is the underlying logic of rural revitalization strategy, but also the material guarantee of rural revitalization strategy. It is necessary to be clearly aware that the vast rural land of China lives in different geographical environments, climatic conditions, development basis and folk customs, which constitute the basic elements of local industrial development. How to accurately identify and develop rural industries according to local conditions, and how to make the existing industries achieve higher quality development, in the final analysis, depends on the transformation and upgrading of rural talent structure. This responsibility falls on the shoulders of higher vocational education, which focuses on cultivating technical and skilled talents. Higher vocational education must keep a clear understanding of its own characteristics. Compared with the outstanding “skills” in secondary vocational education and the outstanding “theory” in ordinary undergraduate education, higher vocational education attaches more importance to “the unity of theory and skills”. In particular, the rise of the professional undergraduate wave in recent years forces more higher vocational colleges to continuously strengthen their strength and improve their theoretical level, making up for the situation of partial waste theory in the previous development process. Higher vocational education needs to deepen on the basis of the advantages of rural scientific and technological innovation, and timely and efficient to spread innovation, such as increasing the frequency of training, training scope, open training channels, realize the rural existing farmers technical skills level, to improve the efficiency of rural industry, can assign prosperous industry expectations. Through the improvement of the existing technical skills of farmers, the timely transfer and promotion of modern science and technology in rural development can be realized, the efficiency of rural industry can be improved, and help the realization of industrial prosperity.

### **1.2 Meet the needs of rural culture revitalization, and cultivate the inheritors of rural culture survival**

Rural culture, as a spiritual force, is the potential cornerstone of rural order, contains the unique rural interpersonal communication mode, and is also an important basis for rural residents’ thinking logic and behavior choice.<sup>[2]</sup> The outstanding difficulty in realizing the revitalization of rural culture is the imbalance of the supply of cultural products, which is the realistic embodiment of the main contradiction of Chinese society in the field of cultural construction in the new era. Due to the prosperity and development of the market economy, China has attracted a large number of migrant workers from the rural areas in the process of urbanization, which not only helps the urban construction but also brings some difficulties to the rural areas themselves. For example, the aging of the rural population and the hollowing out of the rural pattern lead to the gradual decline of the existing excellent culture. A large number of rural residents, especially the young and middle-aged people, start the working life of “leaving the land”, leading to the gradual decline of the cultural ecology born in the rural social life and the loss of the internal driving mechanism for good development<sup>[3]</sup>. Rural excellent culture is the root and soul of the survival of rural society, and the core of rural revitalization is the awakening of the endogenous force of culture<sup>[4]</sup>. Facing this realistic demand, higher vocational colleges need to focus on cultivating the guardians and inheritors of rural culture. With the realization of poverty alleviation, the overall demand of urban and rural residents for cultural products shows an increasing trend. Higher vocational colleges need to combine their own characteristics choose counterpart support the construction of the countryside, this move has been applied in the field of reality, Chongqing many higher vocational colleges, such as Chongqing electronic engineering vocational college, Chongqing vocational college of industry, Chongqing youth vocational college explorations social responsibility, positive for the first secretary of the rural culture revitalization, training personnel, etc. These institutions focus on the rural reality of counterpart construction, explore and explain the existing cultural resources, and strive to carry them forward; Relying on the advantages of Internet wave and we media, introduce and construct new cultural factors and strengthen content guidance and technical training, help local villagers to realize the identity transformation from demanders of cultural products to “unify the supply and demand of cultural products”, and help the villagers to realize the quality improvement of content supply. This has effectively improved the supply contradiction faced in the field of cultural revitalization.

### **1.3 Meet the needs of rural ecological revitalization, and cultivate the maintainer of rural ecological beautification**

The premise of ecological revitalization is ecological protection, and the core is the harmonious coexistence between man and nature. This is also a cause that the whole country is making full efforts to promote. In the past rural development process in the absence of ecological environmental protection consciousness, the consequences is the ecological destruction, the environment pollution, since entering the new era, promoting ecological protection, building ecological civilization thought is deeply rooted in the hearts

of the people, to largely reverse the cognitive deviation in rural areas in our country, transformed the economic development way of the rural land, to realize the high quality development of rural created conditions. China has written a magnificent chapter of China's modernization through vivid practical experience and contributed new forms to the entire human civilization. In the important report, when explaining the prominent features of Chinese modernization, it clearly points out that Chinese modernization is a modernization in which man and nature coexist in harmony. The realization of the harmonious coexistence between man and nature is bound to need a certain carrier to meet the realistic needs of 1.4 billion or even more people. Higher vocational education should adhere to the educational concept of "morality and technology", combine the correct world outlook, outlook on life and nature, integrate natural elements of natural science into all disciplines, advocate the concept of respecting natural laws and social laws, and take the cultivation of comprehensive development talents with both morality and ability and morality and technology as an important educational goal. In addition, higher vocational education also needs to see the current practical needs, focus on enhancing the awareness of environmental protection, develop ecological products, supply environmental protection technology, energy replacement and other perspectives, to step up the training and cultivation of rural ecological revitalization talents.

#### **1.4 Meet the revitalization needs of rural organizations and cultivate effective practitioners of rural governance**

Effective governance is the foundation of rural revitalization. This puts forward higher requirements for the existing structure of the existing rural grass-roots self-governing organizations. As is known to all, since the eighteenth big, the party central committee clearly put forward to enhance the level and ability of grassroots governance, fresh blood called on the whole society to continuously input to the grass-roots autonomy organization, built from the country, service country "local talent training system", and at the same time called on college students returning to join the local talent team, power rural organization construction. In the face of such realistic demand, higher vocational education must enhance its own responsibilities and missions and focus on the perspective of the supply of governance talents. First, strengthen the effectiveness of ideological and political education, help students to build faith, inspire students to "take root in the earth and contribute to their hometown", and cultivate students' pursuit of "training themselves and serving the surrounding areas". The second is to help students to clarify the policy, build a strong strength of the school's student team and employment guidance teacher team construction, must require ideological and political education and employment guidance to do the time of new, new situation, timely and accurately the party and the state call, policy into teaching language, passed to the classroom, conveyed to the students' side. The third is to help students expand the perspective and choice scope of employment. We should not only talk about the needs of the rural land, but also talk about the achievements of rural development in recent years, break the stereotypes and worries of some students, especially those who live in the city for a long time, and stimulate the motivation of students to go to the rural land to organize the revitalization. In addition, higher vocational education can also adopt the way of combining online, through the party construction training, technical training, adjust measures to local conditions, to rural revitalization of cultivating a large number of understand agriculture, love countryside, love farmers rural grassroots managers, to ensure that all policy decisions to carry out the ground work, lead the broad masses of grass-roots party members, the masses to form a strong force in promoting the rural revitalization.

## **2. Higher vocational education enables the practice to revitalize rural talents**

The revitalization of rural talents should not only rely on the existing organizational structure and realistic foundation, but also need the continuous support of higher vocational education and empower the future. Rural revitalization is the important fundamentals of national rejuvenation journey, and talent training is a sustainable, long cycle, difficult work, higher vocational education should uphold the "technology and" education concept, based on its function orientation in the rural talent revitalization, guided by development demand, with the development achievement as the goal, foster more suitable rural development of high quality talents.

### **2.1 Focus on improving the quality of human resources**

The purpose of rural talent revitalization is to realize rural industrial upgrading, ecological revitalization and cultural prosperity by improving the quality and cultivation of human capital. In the face of improving the quality and training of human capital, higher vocational education needs to cultivate a large number of compound talents in line with the development of rural industry, ecological development and cultural development based on the perspective of "improving the incremental development and optimizing the stock". Specifically, first, pay close attention to the market demand, update the professional Settings, and make efforts from the "production end" of school education. Through the normal school system of the school, more agricultural talents who are concerned about "increasing farmers' income, agricultural development and rural stability" will be cultivated, more

ecological guards who pay more attention to “beautiful environment, resource protection and land resources” will be cultivated, and more cultural successors who pay more attention to “civilized village customs, traditional skills and spiritual prosperity” will be cultivated. Second, based on the actual rural situation, through the construction of a strong training mechanism, optimize the overall quality of the existing villagers, and make efforts from the “upgrading end” of joint education. Rural areas everywhere are very distinctive “rural colleges and universities”, Hundreds of millions of farmers have conveyed the magic and vitality of the land to future generations through thousands of years of practice, In the process of comprehensively promoting rural revitalization, it is necessary to fully explore the existing talent system in various rural areas, And give full play to its strengths, At the same time, build the training mode of “higher vocational colleges” and “rural colleges”, Targeted training content to rural areas, At the same time, smooth the combination of online and offline channels, Taking full advantage of the highly interconnected nature of the Internet, Break the limitations of physics, space, time and other factors, Make the quality training content more timely and quickly spread to the rural local villagers around, To realize the transformation and upgrading of the existing rural talent structure, To achieve the purpose of “optimizing the stock”.

## **2.2 To meet the diverse needs of different groups of people**

For the vast rural China, there is a geographical environment, climate, cultural environment, folk customs differences, thus formed the colorful, form of humanities environment, the different types of human groups, this will require higher vocational education in education concept and talent training plan need to break the homogeneity of myth, and according to the needed in professional structure, education mode, training mode, etc. Specifically, for the grass-roots village cadres, it is necessary to enhance their business ability and service awareness through all kinds of business training and political theory publicity. For rural women group, need the corresponding characteristic planting, breeding or cooking training, and extensive ideological propaganda, encourage them to go out of the house, into the country home employment, to realize the unity of the family and enhance income, which also to solve long social left-behind children and older. For college students returning home, it is necessary to open rural characteristic majors and conduct characteristic training, such as immersive experiential leisure agriculture, e-commerce promotion focusing on local characteristic products, and all kinds of live streaming with exquisite content, so as to improve their innovation and entrepreneurship ability and sustainable development power. For professional farmers, it is necessary to provide skills and technical training that meet the needs of industrial development, so that they can master the skills of mechanized planting, field management in line with the law, and disease and pest control. For early dropout of rural high school graduates, through higher vocational education can assign, from the perspective of combining basic theory and practical skills, improve their cognitive ability, adaptability, technical skills and innovation ability, provide strong intellectual support and solid technical pillar, give them the opportunity to accept systemic education again. To master the traditional skills of craftsmen, craftsmen, should be “Internet + era” as an opportunity to do through the way of information flow and resource sharing, prompting rural art works of era grade, prompting quality handicrafts out of the house, out of the countryside, to create greater economic value, cultural value and social value.

## **2.3 Strengthen the self-construction of higher vocational colleges**

With the continuous promotion of new industrialization and the in-depth development of rural revitalization, higher vocational education has become more and more an important support to improve national competitiveness, and higher vocational colleges have become more and more an important gap for talent shaping. Therefore, higher vocational colleges must innovate the idea of running schools and strengthen their own construction. First, we should build the school into an entity integrating scientific research, teaching training, practice and scientific and technological services. We will promote the connection between professional setting and industrial demand, curriculum content and vocational standards, teaching process and production process, so as to adapt vocational education to technological progress, reform of production mode and social and public services<sup>[5]</sup>. Second, to strengthen the school “ten education” system construction, especially attaches great importance to the combination of management education and service education, to take care of students’ realistic concern, break the current existence of management education and service in higher vocational colleges, higher vocational colleges management must be based on the basic requirements of students comprehensive growth<sup>[6]</sup>, keep good position, grasp the course, rules of good governance, innovation service, to boost the all-round development of all the teachers and students. Three is firmly grasp the essence of education, higher vocational education while focusing on training mode, but at the end of the day is a kind of education type, from the essence of “education”, therefore, higher vocational colleges teachers need to strengthen their theoretical accomplishment and practical skills, strengthen the ideological and moral quality construction, firm education beginner’s mind and mission, follow the basic law of teaching in the education teaching practice law and students grow up development, the students into morality, intelligence and physique of all-round development.

With the advancement of rural revitalization in recent years, the rural role and function with the development of The Times and realize the flip, is not only the recipient of resources, part of the construction achievements of the country has become the builders of the development of higher vocational colleges, become a “a program under which officials” practice and other kinds of special practice course practice base, contribute to the all-round education in higher vocational colleges. Strengthening the overall strength and educational level of higher vocational colleges is helpful to realize the task of talent training in the new era and new journey. As a comprehensive and strategic systematic project, talent revitalization needs the all-round coordination of multi-dimensional elements and the joint participation of the whole society.

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