

The Development of Rural Human Resources under the Background of Rural Revitalization Problems and Countermeasures

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Abstract: In order to promote the high quality development of rural areas, our government innovatively proposes the rural revitalization strategy. The realization of the strategic goal of rural revitalization requires the support of talents. Although the overall level of national education has been improved, the educational level of rural residents is still relatively lower than that of urban residents. The education system in rural areas lags behind excessively, and the supporting facilities of education are not perfect enough, and the talent incentive method is not scientific enough, which also leads to a lot of shortcomings and deficiencies in the process of human resources development. It affects the phenomenon that talent introduction is difficult and talent cannot be retained. Under the background environment of the new era, how to improve the quantity and quality of rural human resources, which is also the key issue that needs to be paid attention to. Therefore, in the process of exploration and analysis of this paper, firstly, the core role of rural human resource development in the process of promoting rural economic development is sorted out, and the basic situation of rural human resource development in our country is investigated, and the existing problems are excavated. At the end of this paper, Based on the high quality development of the talent team and the scientific promotion of the incentive mechanism, it provides some valuable decision reference for the development of rural human resources.

Keywords: Rural Revitalization; The Countryside; Human Resource Development

Introduction

The 19th CPC National Congress put forward the epoch-making decision of "Implementing the Rural Revitalization Strategy", and the "Opinions of the CPC Central Committee and The State Council on Implementing the Rural Revitalization Strategy", a planning guideline, was officially put forward in 2018, which specified the basic objectives, guidance and core requirements of the rural revitalization strategy: Comprehensively strengthen the development and training of human resources in rural areas, so that the direction of deepening reform in agriculture and rural areas under the background of the new normal is clearer and the focus is more prominent. But since the development of reform and opening up to the present, the development process of urbanization has been continuously promoted, with the increasing expansion of urban scale, many young and prime labor force in rural areas gradually flow into the city. This makes the high-quality human resources in rural areas shrink continuously, the overall structure is in a serious unbalanced state, and the aging situation is quite severe. Under the adverse influence of the cultivation and development of rural human resources, the social and economic development of rural areas is also faced with numerous difficulties. To actively promote the implementation of the rural revitalization strategy, we should first pay attention to the solution of the problem of talent. The development of human capital should be placed on the core position, only in this way can we gather more advantageous talents for the development of rural areas.

1. The shortage of rural human resources development

1.1 The quality of primary-level Party organizations is not high

Through the actual research and analysis, it can be clearly seen that the structure of the grassroots Party organizations in many rural areas of our country is excessive and complicated, the composition of the personnel structure is not very reasonable, and the function of the party organizations is not very clear, the staff work attitude is free and loose, perfunctory; And most of them belong to the older middle-aged and elderly people, generally have rigid thinking, rigid thinking, low cultural quality, poor executive ability, do not seek work innovation, treat the task conveyed by the superior, passive work, even many leading cadres and Party members still retain the "one word" work style, they do not have a clear position of their responsibilities. Not fully aware of the close relationship between the Party organization and farmers, lack of ideas and drive to bring people to get rich and increase income, can not stand in the perspective of farmers.

1.2 The countryside is not attractive enough for outstanding talents

The rural economy develops slowly, which is slightly depressed compared with the urban economy. Besides, the development space and market demand are small, the transportation in some areas is inconvenient and difficult, and the products planted or cultivated are unmarketable. Farmers cannot get rich or get rid of poverty by relying on the primary and secondary industries, but have to rush to the cities to work on construction sites, catering waiters and other low-level jobs. All these factors lead to the large amount of early investment in rural industry and severe risk crisis. The external environment is not good enough, which naturally hinders the promotion of the enthusiasm of outstanding enterprise talents to devote themselves to the development of rural industry. At the same time, the matching infrastructure between rural areas and urban areas of our country is not complete, and is in a relatively backward state. Both the education level and the development of the leisure and entertainment industry are facing difficulties, which makes it difficult to attract superior technical talents. Especially when it is put forward, the current talent introduction channels in rural areas are excessively single. Even if the preferential policies for talents are constantly implemented, how to recruit talents and by what means are still the key issues that need to be considered.

1.3 The overall quality of rural human resources is low

Although our own base number of rural human resources is relatively large, and the growth rate is relatively fast, but the level of human resources education in rural areas is relatively low, especially the number of highly educated personnel is very limited. Few people in rural areas have a bachelor's degree, and most farmers have a junior high school education. Under the support and guidance of the rural revitalization strategy, there are also some college students who have graduated with lofty ideals and enthusiasm to devote to the countryside, but the external environment of rural areas is far from that of urban areas. As a result, these college students with entrepreneurial dreams eventually have to leave the countryside and choose urban areas with more abundant resources as entrepreneurial platforms. The continuous loss of high-quality talents in rural areas naturally hinders the development and progress of the comprehensive human resource structure in rural areas. However, we should also see that in real life, there are still some people who have the ideal of being rooted in rural areas, and they are still willing to engage in education or health care in relatively remote and backward rural areas. But the numbers are too limited. The continuous promotion of education system reform has created a more favorable external environment for the high quality development of education and teaching in urban areas. However, the status quo of backward education in rural areas has not been fundamentally reformed. There is a very close correlation between the emergence of this problem and the low educational level of human resources in rural areas and their own comprehensive quality.

1.4 Insufficient efforts and investment in rural human resources development

The total amount of human resources in Chinese rural areas is quite abundant, but the breadth and depth of development are obviously insufficient. The development and progress of rural areas must give play to the supporting role of the young and middle-aged labor force. But with the continuous improvement of urbanization, many young and middle-aged people in rural areas are still willing to work in cities. The outflow of a large number of labor forces from rural areas is the most critical factor hindering the

development of agriculture and the realization of the goal of modernization of agriculture. Based on the analysis from the level of education, the cost of human and material resources of Chinese government's investment in rural education is far from enough to satisfy the basic demands of the spiritual development and cultural progress of rural population. From the perspective of medical analysis, the total population in rural areas is far more than that in urban areas, but the lag of supporting medical facilities and medical subsidies in rural areas has not changed. This unbalanced and irrational development has been going on for many years. Due to the poor medical conditions in rural areas, the overall physical quality of rural human resources is relatively low.

1.5 Insufficient development of rural industries

By analyzing and summarizing the current development situation we can draw a conclusion that the first industry and second industry in our country still are leading mode of production. In the whole industrial structure, agriculture occupies the core position or irreplaceable. But the rural economy as a whole lags behind the adverse situation is still need to pay attention to. The industrial structure of many rural areas in our country is not scientific and reasonable, and the dependence on primary agricultural production is too high. The industrialization chain of agricultural production has not been fully formed, and the comprehensive production process which integrates processing activities, sales activities and service activities has not been completely established. The added value of many agricultural products is relatively low, and the homogeneity of products is too obvious, which has become a key dilemma hindering the development of rural economy. In addition, compared with some other industries, agricultural production activities are more likely to be affected and restricted by natural conditions and policy factors. Therefore, agricultural production activities face relatively high risk crisis, and the volatility of returns is also very obvious. Based on the above analysis, the scope of employment for many social labor forces in rural areas is relatively limited, and the risk crisis is relatively high. In addition, the development of the entire agricultural industry is not sufficient, so the labor forces in rural areas do not have a lot of project choice space. This is also the key reason why rural workers choose to move to urban areas. The lack of quantity and quality of human resources makes it difficult to achieve the goal of rural revitalization.

2. The countermeasures of the problems in rural human resources development

2.1 Improve the quality of staff in primary-level Party organizations

Primary-level Party organizations should be "strictly brought in, broadly brought out" and replaced appropriately. In the process of rural human resources development, we must give full play to the advantages of the primary Party organizations. First of all, the superior government should actively carry out regulation and management work, strengthen the overall supervision of rural areas, so that every Party member and cadre in rural areas can actively perform their duties, and create a better ecological environment for agricultural development. The second is to improve the comprehensive quality of rural Party cadres through regular training activities and continuing education activities. Third, more efforts should be made to improve the work style. The original working mode and working attitude of Chinese rural cadres should be innovated and reformed, and the management working mode should be transferred to the direction of service, establish the basic idea of lifelong learning, and actively explore the new idea of learning. Finally, it is necessary to actively introduce college students village officials and high-quality talents such as the three branches and one help, so as to inject more fresh blood into the development of rural areas.

2.2 The introduction of talents needs to adapt to local conditions

The actual situation of the development of rural areas is different, and their own resources are different, so the future development direction should be defined according to their own basic situation. To understand their own highlights and strengths, but also to understand their weaknesses. Select talents with more adaptive characteristics based on basic role positioning. At the same time, more perfect guarantee measures should be formulated for migrant workers returning to their hometowns to start businesses and employment services, and more funds should be invested in human capital management. Migrant workers have been living in cities for a long time, and they have accumulated rich experience. Attracting these talents to the countryside is bound to give play to their driving role. Moreover, industrial advantages and natural endowments in rural areas should be made more prominent, and more talents should be attracted through the construction of rural entrepreneurship public service system and other activities, and tax incentives,

financial security and land support should be provided for rural entrepreneurial talents. Migrant workers and college students with management ability and innovative technology ability should also be fully tracked and accurately positioned to choose more suitable positions for them, so that their highlights and potential can be fully played.

2.3 Establish a corresponding system to cultivate a new type of professional farmers

The knowledge level of science, technology, culture and expertise of our farmers are still in comparatively backward condition. Therefore, our government should strengthen the continuing education and training activities of farmers and pay attention to the cultivation of new professional farmers. The content of training should be as rich as possible, and the way of training should be constantly innovative. The training content should be selected according to the actual acceptance ability and basic demands of farmers, and patient teaching and guidance should be carried out. Only in this way can the farmers master modern farming skills, to the development of modern agriculture to consolidate talent support. This will create a more favorable environment for the improvement of labor productivity in rural areas. Construct a perfect new professional farmer training system, so that the traditional rural labor force elements one-way flow to the city mode has been completely changed. We should attract not only human resources but also financial and material resources. To form a good atmosphere of respect for talents, both local talents and imported talents have equal status.

It is an important factor to retain talents to meet their career development needs. The second is to actively build a group of rural love, understand agriculture, good technology of a new type of professional personnel; Thirdly, it is necessary to strengthen the talent training mechanism and talent exchange mechanism between urban and rural areas as well as between different regions, and explore the evaluation criteria of classification and classification according to the actual attributes and post differences of rural talents, so that each talent can realize self-improvement in the process of serving the countryside. Finally, a more sound and scientific policy support mechanism should be implemented, and certain policy subsidies should be given to improve the average salary level of grassroots talents, so that the material life demands of grassroots service personnel can be fully satisfied.

2.4 Promoting integrated development of multiple industries

The implementation of rural revitalization strategy makes it clear that the development of rural areas should strengthen the high integration of the three industries. The development of modern rural economy should shift from the direction of monosaturation to the direction of multi-industry integration. In this way, the degree of homogeneity of rural projects can be further changed, the added value of rural products can be comprehensively improved, and the utilization efficiency of rural land resources can be continuously enhanced. In the process of rural economic transformation, the sustainable development planning should be carefully set, so as to attract more human resources. At the same time, some support should be given in policy areas, such as tax relief policies or subsidies for entrepreneurs and so on. In this way, we can provide channels and platforms for rural vitalization talents to come in and retain them, and improve the comprehensive capacity of rural labor force. We will actively establish agricultural science and technology demonstration parks and build large-scale and standardized rural enterprises. We should give full play to the advantages of local resources in rural areas, for example, we should vigorously develop the tourism industry in areas with advantages in tourism resources. Constantly expand the agricultural industrial chain, improve economic benefits.

In the process of realizing the goal of rural revitalization strategy, industrial prosperity is one of the most crucial core points. Both the quality and quantity of supporting infrastructure in rural areas are obviously deficient. This will hinder the progress of rural modernization. Therefore, we should actively implement financial policies to support agriculture, so that the development of hardware and software in rural areas have material support. Chinese rural areas of blessing is broad, the population living relatively scattered, different areas have their own characteristics and attributes. If the real-time flood irrigation mode of development and construction will inevitably lead to excessive lack of funds. To this end, we should actively learn from Japan and South Korea's intensive rural construction development experience. As far as possible, large villages should be built, and industrial advantages of different regions should be more obvious through the development mode of local questioning. Gradually, a complete industrial system integrating production, processing, sales, management and other operational activities should be explored. Finally, it is necessary to further strengthen the intensive rural construction of industrial integration, so that the comprehensive development pattern of "one village, one

product" can be realized, and the common prosperity of urban and rural areas can be achieved.

3. Conclusion

The implementation of the rural revitalization strategy must be supported and guaranteed by sufficient and high-quality human resources. In order to reform the situation of excessive lack of human resources in rural areas, we should actively create conditions to attract more superior talents. The environment for employment and entrepreneurship in rural areas should be continuously optimized and the mode of industrial production in rural areas should be completely reformed. Only in this way can we attract more high-quality talents for the development of rural areas and inject more fresh blood for the development of rural areas.

The development of human resources can create more skills learning opportunities and professional quality improvement opportunities for the vast number of workers. Based on the basic principle of adapting to local conditions and conditions, combining the characteristics and attributes of the development of rural areas and integrating the local advantages of rural areas, only in this way can we create an environment for maximizing the effect of human resources development. To sum up, it is necessary to constantly emancipate the mind, increase the level of the government's material input to the development of human resources in rural areas, strengthen the guarantee mechanism, create good conditions, and provide talent support and intellectual support for the realization of the strategic goals of rural revitalization.

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