

Analysis on the high-quality development of rural economy under the background of rural revitalization

Huiqun Huang

Huizhou Urban Vocational College, Huizhou 516000, China

Abstract: Rural revitalization is an important strategy to vigorously develop the rural economy. It can not only promote the high-quality development of China's rural economy, but also effectively promote the vitality of rural economic development, further expand domestic demand, and then assist the overall steady development of the national economy. However, the rural economic development is facing a lot of problems such as the unbalance of industrial structure, the shortage of talents, the double carbon target limitation and so on, which has brought the influence and hindrance to the construction and implementation of rural revitalization. In this context, this paper carries on the research, through a detailed analysis of the rural economic development in the process of the realistic problems, and then put forward the rural revitalization under the background of rural economic high quality development strategies and ways.

Key words: rural revitalization; Rural economy; High-quality development

Rural revitalization is the foundation of national rejuvenation and a key measure to implement the vision of modernized development and build a modernized economy. In the 14th Five-Year Plan, it is clearly stated that we must deepen reform of the rural collective property rights system and strengthen a new type of rural collective economy. The central government has also issued policies on agricultural economic development and constantly explored ways of rural collective economic development in line with China's national conditions, thus laying an important foundation for high-quality rural economic development.

1. Practical problems in the process of rural economic development

(1) The industrial structure is unbalanced

Since the reform and opening up, the country's economic development has made incomparable achievements. However, it has also brought about problems such as uneven income gap between urban and rural residents and uneven regional development opportunities. The essential reason lies in the characteristics of the urban-rural dual structure in China, which not only affects the high-quality development of the national economy, but also has an objective guidance effect on high-end manufacturing, producer services and other industries, making such enterprises concentrated in urban areas, while low-level processing, manufacturing, agriculture and other industries can only be developed in rural areas. Thus, the industrial structure in rural areas has obvious imbalance. On the one hand, the primary industry is the main industry in the rural areas of our country, which accounts for a large proportion, thus making the industrial structure simple and concentrated on the planting industry. At the same time, due to landform and other restrictions, the degree of organization of agricultural development in most rural areas is low, and the promotion and popularization effect of agricultural scientific and technological achievements is poor, resulting in the overall quality of agricultural development is low. On the other hand, the development of high-level industries in rural areas lags behind, the development conditions of the secondary and tertiary industries are poor, and the integration degree is low, which further restricts the development of rural economy.

(2) The problem of talent shortage is deepening

Talent is the core driving force of modern economic construction and social development. Therefore, in the process of rural revitalization, talent resources have become a key factor affecting rural economic development. The high-quality development of rural economy cannot be separated from the support of high-quality talents, but there is a clear lack of high-quality, compound high-quality talents in rural construction at the present stage. The main reasons lie in three aspects. First, urbanization and industrialization make the brain drain in rural areas more serious. A large number of young and middle-aged labor force enter the city to work in construction, while a large number of rural college students stay in the city to seek development, which makes the talent shortage in rural economic construction. Second, the rural development environment is not good enough, and it is not attractive enough for talents. Although under the rural revitalization project, a large number of rural areas have been provided with good development opportunities. However, compared with cities, there is still a sharp gap in quality employment, convenient transportation and communication conditions, entertainment and cultural facilities, making rural areas less attractive to outstanding talents and unable to attract migrant workers and rural college students back. Third, the average age of cadres in rural grass-roots management organizations is relatively high, and the management team is short of young people's new ideas and new thoughts, which makes contemporary young people think that it is difficult to realize their ideals and aspirations in this environment.

(3) Double carbon target restriction obstacle

In the process of rural revitalization, the "dual carbon" goal puts forward new requirements for the development and construction of rural economy. The high-quality development of rural economy must be built on the basis of green and high-quality industries, so as to build a green ecological system. This has brought new obstacles to the construction of rural economy, such as increasing the cost of enterprise construction and improving the requirements of pollution prevention and control, which has become a key factor limiting the development of rural economy. In this context, the development of rural areas must be built on the premise of energy consumption structure adjustment, production mode optimization, green production technology popularization, but the resulting production cost increase, lack of impetus for

innovation and development, high investment in green industries and slow returns, make the high-quality development of rural economy facing difficulties.

2. High-quality development path of rural economy under the background of rural revitalization

(1) Upgrading the industrial structure and promoting the integration of diverse industries to help agriculture

Industrial development is the foundation of rural economic development. Under the background of rural revitalization construction, the high-quality development of rural economy should take industrial revitalization as the cornerstone. It is necessary to speed up the construction of modern agricultural industrial system and improve the rural industrial structure, so as to promote the cross-integration of the three industries and become an important pillar supporting the development of rural economy.

First of all, a new situation of urban-rural integrated development should be established. Government departments should play their leading and guiding role, encourage urban and rural enterprises to form a syzygetic development relationship, promote the free circulation of various production factors between urban and rural areas, and introduce advanced factors on this basis, so as to promote the balanced development of rural industrial structure. To be specific, first, we should establish an overall planning and management mechanism for rural infrastructure, coordinate the resources among various villages, establish complete supporting infrastructure, improve the coverage rate and utilization rate of infrastructure, enhance the vitality of rural economy, and provide convenience for farmers, foreign investors, enterprises, rural revitalization builders and tourists in all aspects. Second, farmland spatial layout planning system should be established to integrate and optimize rural agricultural land, improve land utilization rate, build an integrated farmland layout, and form a more beautiful rural scenery. Through the above two points can effectively improve the comprehensive service level of rural areas, so as to have the qualifications and platforms to undertake the development and construction of different high-quality industries, and realize the deep integration of modern agriculture with tourism, health care, culture and other industries.

Secondly, we should improve the support and investment for the development of agricultural science and technology, and vigorously develop the policy of promoting agriculture through science and technology. On the one hand, we should increase the funding for agricultural scientific research and accelerate the introduction of agricultural machinery and technology that meet the environment and needs of different rural areas. On the other hand, we should actively build agricultural machinery and agricultural technology promotion and training groups, really sink into rural farmland, help farmers master new technology and equipment, and then achieve the purpose of science and technology to rejuvenate agriculture.

(2) Restructure the talent mechanism and promote the sustainable development of talent and agriculture

The sustainable development of rural revitalization cannot be achieved without the sustainable support of high-quality talents. Therefore, the development of rural economy also needs to establish a scientific talent introduction and cultivation system, not only to give full play to the value and advantages of talents, but also to form a sustainable talent support chain, in order to provide continuous power for high-quality economic development. Rural areas should adhere to the talent strengthening agriculture policy and principle of “local talent selection, appointment of talented people, multi-source talent gathering”.

First, we should stick to local resources and train rural elite talents and high-quality farmers locally. Rural areas have large regional characteristics, different regions of the development environment, customs, climate conditions are different, so in the selection of talents, local talents have a certain innate advantages, not only better understand the local reality, and easier to obtain the support and help of farmers. In this regard, first, we should dig deep and discover outstanding talents in rural areas, select outstanding talents to join the rural revitalization construction team through multiple inquiries and verification, or take the lead in agricultural technology promotion, farmer entrepreneurship and other activities under the support of the government, so as to form a good demonstration role. Second, we should strengthen the training of farmers, promote the popularization of agricultural technology and equipment through high-quality farmer training, farmer entrepreneurship course training, post-training tracking service and other activities, and encourage farmers to start their own businesses. At the same time, we can also provide them with necessary low-interest loans or even interest-free loans. Third, we should actively call on rural college students to return to the village construction, through policy support, bonus encouragement and other ways to attract more outstanding talents who go out from the local village to participate in the construction.

Second, we should continue to employ talented people and build a modern rural governance and service mechanism. At present, the rural grass-roots government cadres generally show problems such as high age and lack of understanding of new things, so it is necessary to actively select outstanding young cadres, through the activities such as college students village officials, young cadres go to the countryside, and quickly cultivate a team of young cadres, so as to promote the modernization and young state of rural governance work.

Third, we should insist on accumulating talents from various sources and actively introduce foreign talents to support the construction. In the construction of rural revitalization, rural areas still need some necessary talent support, such as agricultural experts, farmers’ training teachers, communication technical support personnel, electric power technicians, financial and accounting auditors, environmental protection technicians, cultural protection personnel, etc., which requires relevant departments to establish a corresponding talent introduction mechanism and recruit corresponding talents from the outside society or universities.

(3) Persisting in green development and exploring a new model of green agricultural development

Under the limitation of “double carbon” goal, the high-quality development of rural economy must establish the green development mode of agriculture. First, the government must firmly implement the rural carbon reduction target. As the saying goes, “lucid waters and lush mountains are invaluable assets”, the “high” in the high-quality development of rural economy is bound to have environmental

protection and green significance. Therefore, rural areas need to adhere to the supply-side structural reform, in addition to promoting agricultural science and technology to promote agriculture, but also to establish a green industry, product brand, brand characteristic development channels, in order to promote the synchronous development of agricultural production, processing, marketing and derivative cultural products, tourism industry, to build a green production chain. For example, we should vigorously promote the construction of the e-commerce platform of agricultural products, and expand the sales channels of rural agricultural products by means of direct sales of producers. Another example is to set up joint agricultural products enterprises financed by farmers, so as to unify the quality of agricultural products and build agricultural products brands with regional characteristics. We can also base on the advantages of rural natural resources to develop diversified tourism industries such as rural landscape tourism, folk culture tourism, field experience tourism, rural folk tourism, and student research travel.

Second, a sound rural carbon sink trading mechanism should be established. Under the “dual carbon” goal, the rural government must establish a sound agricultural carbon sink mechanism and multi-level financing mechanism. By coordinating resources and funds through carbon sink trading, transaction costs can be reduced, and the realization of carbon sink goals can be realized, thus providing support for the overall development of rural industries.

Third, the mechanism of protecting the interests of the main body of carbon emission reduction should be established. The government should promote technologies and products related to carbon emission reduction in rural areas and provide policy protection for corresponding emission reduction industries. At the same time, it can also provide policy subsidies or loan services for industries in demand, so as to support the green development of rural industries.

(4) Expand employment paths and implement policies to support agriculture through diverse employment

At present, most rural areas are faced with a shortage of talent but a surplus of labor force. Under the rural revitalization project, we will not only help the surplus labor force find jobs successfully, but also provide high-quality employment locally and nearby.

First, we should vigorously promote the construction of industries that enrich the people and increase employment. In rural areas, we can develop advantageous agricultural product processing, logistics and other types of industries, and build an integrated service industry of agricultural products from field to table.

Second, we should vigorously promote farmers to start their own businesses. Government departments should not only carry out entrepreneurship training activities, but also provide expert support and financial support to build new rural industries. Such as residential accommodation, tourism picking garden, rural handmade products, cultural derivatives, and so on, to further expand the ways and channels of employment.

Third, we should develop rural construction projects and increase rural employment. The government should actively carry out projects such as high-standard farmland construction, large-scale water conservancy projects, county road and township road laying projects, rural infrastructure and site construction, and then adopt the “work relief” approach to provide jobs for unemployed farmers and improve their overall income.

3. Conclusion

To sum up, in the context of rural revitalization, high-quality development of rural economy still faces problems in industrial structure, talent scarcity, environmental protection restrictions and other aspects. In this regard, the rural government and the rural revitalization builders should actively promote the upgrading of industrial structure, the construction of talent mechanism, adhere to green development, expand employment paths and other methods and strategies, so as to achieve the rural revitalization construction goals of supporting agriculture by industry, strengthening agriculture by talent, promoting agriculture by green, and supporting agriculture by employment, so as to create a good environment and conditions for the high-quality development of rural economy.

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