

Research on the Dilemma and Development Path of Rural Industry Revitalization under the Background of Rural Revitalization

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Abstract. Rural revitalization is an important measure to solve the problems of agriculture, countryside and farmers, while rural industrial revitalization is the core content of rural revitalization and the basis for solving rural economic and social problems. However, at present, the development of rural industries still faces difficulties such as the shortage of rural industrial talents, the lack of characteristics and planning in industrial selection, the difficulty in financing rural industrial development, and the backwardness of rural infrastructure construction. In this regard, this paper puts forward the development paths of cultivating rural industrial talents, planning and cultivating characteristic industries, optimizing rural financial services, and strengthening infrastructure construction in rural areas.

Keywords: rural revitalization; Industrial revitalization; Implementation path.

1. Introduction

China is a country with agriculture as the mainstay, and the development of agriculture has a great impact on the development of the national economy, and the quality of agricultural development is related to the economic development of the whole country. On the occasion of the centenary of the Communist Party of China (CPC)'s birthday, General Secretary Xi Jinping announced that China has been lifted out of poverty in an all-round way, pointing out that the strategy of rural revitalization is the foundation for China to achieve high-quality and high-level development. According to the seventh census, there are 509.79 million rural residents, accounting for 36.11% of the total population in China. Therefore, in order to promote the country and enrich the people, it is necessary to revitalize the countryside and vigorously develop rural industries, which is the main direction of China's future development. Through the revitalization of rural industries, we can not only ensure the basic quality of life of farmers, but also improve rural ecological governance and build a beautiful countryside with rich life, civilized rural customs and livable ecology. If the industry is not fully developed, it will be difficult for farmers' lives to be guaranteed and rural industry revitalization to be developed.

2. The significance of rural industrial revitalization

2.1 It is conducive to promoting the increase of farmers' income

The rapid development of rural industries can increase farmers' income. In traditional agricultural production, farmers' income mainly comes from family agricultural production, and climate, environment, market and price will affect farmers' harvest that year. However, the development of rural industries has provided more job opportunities for farmers' friends, increased farmers' income and improved their quality of life. Second, it can attract farmers who work in cities to go home and start businesses. Most young and middle-aged laborers choose to go out to work mainly because they can't find suitable jobs in their hometown and have few opportunities to develop in their hometown, while the development of rural industries provides young people with opportunities to work at home.

2.2 It is conducive to promoting rural revitalization

First, the revitalization of rural industries is conducive to the prosperity of farmers' lives, raising their income levels and promoting the rural revitalization strategy to a certain extent. Second, the revitalization of rural industries is conducive to promoting rural cultural construction. With the improvement of living standards and material life, they will pay more and more attention to spiritual needs, promote the ecological construction and civilization construction in rural areas, and create an environment of beautiful countryside with rich life, civilized rural customs and livable ecology. Third, the revitalization of rural industries is conducive to promoting rural social governance. If farmers have a hard life and can't eat enough and wear warm clothes, there may be crimes. As long as this problem is solved, farmers' lives will be guaranteed, and social governance will be improved accordingly, thus promoting rural revitalization [1].

3. At present, the revitalization of rural industries is facing difficulties

3.1 There is a shortage of talents in rural industries

Talent is a prerequisite for the development of rural industries. Only when the number of talents meets the needs of the industry can the industry flourish, so the development of rural industries cannot be separated from the support of human resources. In many places, the education level of talents is generally low, so they can't skillfully use the network, and it is difficult to use the network to learn new knowledge and technology. Outstanding talents in local colleges and universities are reluctant to return to their hometowns for employment, leaving only "old and weak women and children" in their hometowns. The main reasons for this situation are as follows: First, the employment opportunities in rural areas are relatively few compared with those in cities and towns, and the wages are relatively low; Second, because rural infrastructure is relatively backward compared with cities, living standards are low and cultural life is lacking, many rural people, especially some young people, will choose to settle down in cities [2]. Third, a large number of rural labor force flows into cities and towns, which will also seriously affect the development of rural local industries: first, a large number of young and middle-aged people go to cities to work, and rural industries lack corresponding labor force, which cannot meet the needs of rural industrial development; Second, many rural university graduates stay in cities to work, resulting in a shortage of technical personnel in rural industries. Due to the limitation of basic living conditions in rural areas, its supporting facilities can't meet the needs, and the imported talents often can't stay, resulting in a shortage of agricultural technicians. There is usually a phenomenon of brain drain while recruiting new foreign talents.

3.2 The choice of industry lacks characteristics and planning

What kind of industries should be developed in rural areas should consider the local geographical environment and regional characteristics, and should not blindly follow the trend. Characteristic industry is an industry that endows agriculture with unique value under specific production conditions, but cannot be replicated in other regions. The development of characteristic agricultural industry often needs to be integrated with the local geographical environment and local characteristics, and after the revitalization of rural industries, many rural areas have found their own characteristics to develop characteristic industries that no one else has, with remarkable benefits and good social response [3]. However, after learning the successful experience, some rural areas ignored the local characteristics and blindly followed suit, which led to the failure to achieve the due results in the development of rural industries. This is mainly because local farmers lack relevant knowledge and concepts, and the local government has not made a comprehensive plan for the development of rural industries. Therefore, local governments should take the lead in solving this problem. On the one hand, it is necessary to conduct scientific research on its geographical and development characteristics and analyze it according to the actual situation. In a word, only by developing rural industries according to local characteristics can local rural revitalization be realized.

3.3 Financing for rural industrial development is difficult

Capital plays an important role in the development of rural industries. With sufficient capital, an industry can maintain its normal operation. The revitalization of rural industries needs financial support, but there are still some problems in rural financial support at present. First, the financial support needed for the development of rural industries does not match the financial products currently circulating in rural areas. With the rapid development of China's economy, there are more and more financial institutions and different financial products. However, due to the underdeveloped economy in rural areas, there are only banks and a few insurance companies in rural streets, and banks only provide daily deposit and withdrawal services, while the overall development level of agricultural insurance is low, and there are no financial products that match the development of rural industries. Second, due to the low level of rural economic development in China and the lack of effective management, many foreign enterprises are unwilling to invest in it or even avoid it. Third, the government funds are mainly used for the development of cities and towns, and rarely used in rural areas, resulting in insufficient funds for infrastructure and industrial development in rural areas [4].

3.4 Infrastructure construction in rural areas is backward

Rural infrastructure construction plays an important supporting role in the revitalization of rural industries, such as water, electricity, network, transportation, etc. But at present, rural infrastructure construction is relatively backward and the infrastructure in rural areas is not perfect, which hinders the revitalization of rural industries. First of all, the rural network infrastructure construction is relatively backward. Today, with the rapid development of the Internet, the development of rural industries is increasingly dependent on the application of network technology. In recent years, the e-commerce platform has developed rapidly, and many farmers have begun to use the e-commerce platform for live webcasting with goods. At present, many platforms have special activities to help farmers, and farmers can sell their products on the Internet by simple operations. However, at present, there are still some problems in the rural network construction in China. For example, due to its special geographical location, the network in some remote areas cannot achieve full coverage or network signal jam, which has an impact on the industrial development in rural areas. Secondly, the road traffic in rural areas is not convenient enough, which will even affect the transportation and sales of products, and the logistics cost in rural areas is high, which will have an impact on farmers' economic income. Third, the overall human settlement and ecological environment in rural areas are relatively poor, and the sewage and domestic garbage produced in rural areas cannot be well treated, which has brought great pollution to the soil, and the overall human settlement environment needs to be further improved.

4. Implementation path of rural industry revitalization

4.1 Improve the quality of farmers and cultivate rural industrial talents

Farmers are in a dominant position in rural revitalization. The key to rural revitalization is to rely on high-quality farmers, who are an important force in building rural development, and rural development is also inseparable from the strong support of high-quality farmers. First of all, we should encourage farmers to participate in the construction of new countryside and stimulate their motivation to build new countryside. The revitalization of rural industries is to increase farmers' income and build a modern new countryside with rich life and people living and working in peace and contentment. Therefore, we should not treat farmers as bystanders, but let them feel personally involved. Only by letting farmers promote economic development and improve their living standards through their own efforts, and let farmers become real beneficiaries, can they really participate in the development of rural industries.

Secondly, it is necessary to enhance farmers' ability and cultivate industrial professionals. At present, farmers' professional skills and knowledge have not yet reached the needs of rural industry

revitalization and development, and the improvement of farmers' skills is the key and guarantee for industrial revitalization. Therefore, it is necessary to carry out diversified educational methods, strengthen the propaganda of agricultural science and technology and culture, and cultivate industrial professionals. Starting from various aspects, we should improve the overall quality of farmers, and at the same time introduce professionals from related industries appropriately to make sustained contributions to rural construction. Finally, migrant workers should be strongly supported to return to their hometowns to start businesses. Many young people return to their hometowns to start businesses. They have a good educational background, rich market experience, understand market needs, are good at planting efficient and high-quality agricultural products, extend industrial and value chains, and attract more local talents to start businesses together with their own abilities. It is worth mentioning that while supporting migrant workers to return home to start businesses, we should implement the protection of migrant workers and their families, such as solving the problems of schooling for children and medical care for the elderly, so that rural opportunities can attract more talents.

4.2 Cultivate characteristic industries according to local conditions

As a traditional agricultural country with strong local culture, China's rural cultural habits will have a far-reaching impact on institutional changes, behaviors and psychological production. Therefore, it is difficult for the development of rural industries in China to get rid of the constraints of "path dependence". In fact, China's rural resources and ecological environment are different. If we develop industries on the basis of retaining traditional characteristics, we can get rid of "path dependence" and reduce competition. Therefore, to promote the development of rural industries, we should base ourselves on our own advantages and combine our own characteristics to form a unique brand system. If we copy the industries that are not suitable for local development, even if we get considerable income in the short term, we will not achieve lasting development. While cultivating characteristic industries, it is still very important to build a multi-level and three-dimensional market brand system. According to the needs of consumers, we should combine supply and demand to create a distinctive brand with various connotations. The appearance of these characteristic brands with various connotations makes China's agricultural products have rich and colorful product charm, thus forming the product system of China's rural characteristic industries. This is a powerful resource and development foundation for China's characteristic agricultural products.

4.3 Optimize rural financial services

The revitalization of rural industries needs the service support of rural finance. Grasping the common development of rural financial support and rural industries can provide more guarantee for the development of rural industries. Replace various and high-risk financial products with basic financial products. Give play to the main role of Agricultural Bank, promote the stable and orderly development of rural banks, and broaden the supply channels of rural financial services; Strengthen farmers' understanding of agricultural insurance, support financial institutions to broaden the business of agricultural insurance, increase government financial subsidies, and enhance the guarantee capacity of agricultural insurance. While ensuring the development of basic rural financial service products, we should integrate rural financial support with rural industries, constantly optimize rural financial products, provide effective financial support for the development of rural industries, and attract more social funds to flow into rural industries.

4.4 Strengthen rural infrastructure construction

In order to revitalize rural industries smoothly, it is necessary to strengthen rural infrastructure construction. First, the goal is to fully cover the network in rural areas, so that the mobile communication network in towns and villages can basically reach popularization and ensure the speed of network use. It is necessary to strengthen the logistics construction of rural e-commerce, integrate the logistics resource information, and make reasonable planning and construction, so that more high-

quality and delicious agricultural products can enter the market smoothly and better meet the needs of the people. The second is to build rural domestic garbage as a resource. Change the disposal methods of rural domestic garbage, strengthen the classification of rural domestic garbage, establish and improve the collection and disposal system of rural domestic garbage, and carry out technical treatment of domestic garbage, thus turning it into resource utilization. The third is to improve the appearance of villages as a whole, further promote rural health improvement and greening, comprehensively implement rural health management system, and establish beautiful and livable villages.

5. Conclusion

At present, there are still many problems in the development of rural industries, but the rural revitalization strategy has brought huge development space to rural industries. In the process of developing rural industries, it is necessary to adhere to strategic objectives. The problems existing in the process of development, such as lack of talents, lack of characteristics and planning of industrial selection, financing difficulties and backward infrastructure construction, highlight the arduousness of rural industrial revitalization. To revitalize rural industries, we must first solve the problem of industrial talents, train and introduce rural industrial talents through the cooperation of the government, society and rural areas, and train and introduce talents in practice; The development of rural industries needs to be scientifically and reasonably planned according to the market demand, the characteristics of rural resources and the industrial base. Rural financial services are relatively backward, which also requires the government to actively guide relevant financial institutions to increase financial services to rural areas through financial subsidies or tax incentives. In terms of infrastructure improvement, there has been great improvement at present. The government can increase infrastructure investment and maintenance with PPP and other means to continuously improve rural infrastructure. With the concerted efforts of the government, society and rural areas, a new rural area with prosperous industry, rich life and livable ecology can finally be realized.

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