

Constructing a Mechanism for Promoting the All-round Rural Revitalization with Talent Revitalization as the Core

Qing Wu^{1, a}, Mei Li^{2, b}

¹School of Marxism, Wenzhou Polytechnic, Wenzhou, Zhejiang, China

²College of Chemistry & Materials Engineering, Wenzhou University, Wenzhou, Zhejiang, China

^awuqing@wzpt.edu.cn, ^b20200049@wzu.edu.cn (Corresponding author)

Abstract: Against the backdrop of the comprehensive advancement of the rural revitalization strategy, talent revitalization, as the core driving force, plays a crucial role in achieving the all-round rural revitalization goals of prosperous industries, a pleasant ecological environment, civilized rural customs, effective governance, and prosperous lives. This paper deeply analyzes the current situation of the shortage of rural talents, structural imbalances, and serious brain drain, as well as the many difficulties faced in attracting, cultivating, and retaining talents, such as uncompetitive salary packages, limited development space, an imperfect training system, and lagging infrastructure and public services. By constructing a comprehensive mechanism for talent introduction, cultivation, utilization, and retention, including measures such as formulating preferential policies like housing subsidies and entrepreneurship support, building online talent recruitment platforms, discovering and cultivating local talents, integrating educational resources to carry out targeted training, rationally allocating talents and establishing a performance-oriented evaluation and incentive system, improving the rural environment to address the concerns of talents, etc., a systematic solution path for rural talent revitalization is provided. Research shows that a scientific and effective talent revitalization mechanism can significantly promote rural industrial development, cultural prosperity, ecological protection, and rural governance optimization. To further deepen the promoting effect of talent revitalization on all-round rural revitalization, this paper suggests strengthening policy support and guarantee, creating a good talent development environment, and strengthening the coordination between talent revitalization and the development of various rural fields. This research aims to provide useful references for the theoretical research and practical exploration of rural talent revitalization and facilitate the efficient implementation of the rural revitalization strategy.

Keywords: Rural Revitalization; Talent Revitalization; Mechanism Construction; Talent Development Environment.

1. Introduction

1.1. Research Background and Significance

Since the rural revitalization strategy was proposed at the 19th National Congress of the Communist Party of China, remarkable achievements have been made in rural development in China. However, problems such as lagging industries, brain drain, and ecological damage still restrict its sustainable development. As a key resource, talents play a crucial role in the all-round rural revitalization. In terms of industry, they can bring new concepts, technologies, and management experience. For example, professional talents engaging in characteristic agriculture, agricultural product processing, and rural tourism can promote industrial integration and inject new impetus into the rural economy. In the cultural aspect, they can excavate and inherit rural traditional culture, combine it with modern elements for innovation. By holding activities and inheriting skills, they can enrich the spiritual and cultural life of villagers and enhance cultural cohesion. In the field of ecological protection, professional talents can use scientific methods and technologies to help with the rational development of natural resources and strengthen ecological restoration, achieving green development. For instance, ecological experts can formulate plans for rural areas and promote green agricultural technologies to protect the clear waters and lush mountains.

1.2. Research Status at Home and Abroad

Overseas research on rural talent revitalization focuses on human resource issues. Schultz's human capital theory emphasizes the importance of enhancing rural human capital for economic development. Japan's "Village-making Movement" trains "leaders" to promote rural revitalization, and South Korea's "New Village Movement" promotes development through government-led farmer training and attracting urban talents to return to rural areas. In China, there are rich research results, clarifying the key position of talent revitalization, pointing out problems such as insufficient total rural talents, unreasonable structure, low quality, and serious brain drain, and proposing countermeasures such as strengthening education and training, improving the introduction and incentive mechanism, and optimizing the development environment. However, existing research lacks systematicness in mechanism construction, has insufficient in-depth case analysis, and does not deeply study the integration of talents and various rural fields. This paper will explore effective paths and mechanisms for rural talent revitalization to address these deficiencies.

1.3. Research Methods and Innovations

This research comprehensively uses a variety of methods. The literature research method is used to sort out relevant domestic and foreign materials on rural revitalization and talent development, grasp the research status and trends, and

clarify the weak links. The case-analysis method selects typical rural areas such as Yu Village in Zhejiang Province and Yuanjia Village in Shaanxi Province to analyze the practice and experience of talent revitalization. For example, ecological experts and tourism talents played a key role in the transformation of Yu Village. The empirical research method collects first-hand data through questionnaires and field interviews, and uses statistical analysis to reveal the current situation, problems, and influencing factors, providing a basis for mechanism construction. The innovations lie in constructing a multi-dimensional talent revitalization mechanism, exploring the coordinated development of talents and all aspects of rural areas; conducting in-depth analysis combined with cases to summarize operable experience; and comprehensively using a variety of methods to improve the reliability and persuasiveness of the research.

2. Theoretical Correlation between Talent Revitalization and All-Round Rural Revitalization

2.1. Connotation and Elements of Talent Revitalization

Talent revitalization covers talents in multiple fields. Professional and technical talents, such as agricultural technology experts, water conservancy engineers, and information technology talents, respectively contribute to agricultural production, water conservancy facility construction, and rural digital transformation, improving agricultural efficiency, ensuring water supply, and broadening the sales channels for agricultural products. Management talents possess organizational and coordination abilities, integrating resources and formulating plans to promote the orderly development of rural undertakings. For example, the introduction of enterprise management talents can promote rural industrial development. Local talents include "local experts", "field scholars", craftsmen, and leading figures in getting rich. They inherit skills, lead the way to prosperity, enrich rural culture, and create economic benefits. These talents need to possess professional skills, innovation ability, communication and cooperation skills, as well as a sense of responsibility and mission to meet the opportunities and challenges of rural development.

2.2. Goals and Requirements of All-Round Rural Revitalization

The goal of all-round rural revitalization is to achieve prosperous industries, a livable ecological environment, civilized rural customs, effective governance, and prosperous lives, reflecting multi-dimensional coordinated development. Prosperous industries require the construction of a modern agricultural system, the promotion of industrial upgrading and integration, and the improvement of added value and competitiveness. A livable ecological environment emphasizes the protection and improvement of the rural ecological environment, strengthening system construction and environmental remediation. Civilized rural customs focus on cultural and spiritual civilization construction, inheriting and promoting excellent culture, and cultivating civilized trends. Effective governance pays attention to the modernization of the governance system and capacity, strengthening the construction of the rural Party organization and the self-governance system. Prosperous lives aim to

increase farmers' income, improve their living standards, and narrow the urban-rural gap. To achieve these goals, various types of talents are needed. For example, the industry requires scientific and technological, e-commerce, and tourism talents; the ecology requires environmental protection and planning talents; culture requires cultural and educational talents; governance requires management and legal talents; and people's livelihood requires financial and medical talents.

2.3. The Core Position of Talent Revitalization in All-Round Rural Revitalization

Talent revitalization is the core of all-round rural revitalization. In terms of industrial development, agricultural technology talents bring advanced technologies and management experience, promoting modern transformation. Rural e-commerce talents broaden sales channels and enhance competitiveness. For example, young people returning to Shaji Town, Suining County, Jiangsu Province, have developed the furniture e-commerce industry, driving related industries. In promoting cultural prosperity, cultural talents excavate, inherit, and innovate rural culture, hold activities, and build venues, enlivening the atmosphere and enhancing identity. For example, rural areas in Baofeng County, Henan Province, have cultivated and introduced cultural talents to create characteristic cultural brands. In ecological protection, environmental protection talents formulate plans, guide restoration and governance, and promote green technologies. Planning and design talents scientifically plan rural space. For example, Yu Village in Anji, Zhejiang Province, has achieved ecological transformation under the guidance of talents. In improving the level of governance, management and governance talents improve the system and ability, strengthen the construction of the Party organization and the self-governance system. Legal talents provide services and enhance the concept of the rule of law, creating a harmonious and stable environment. Talent revitalization runs through all aspects of all-round rural revitalization and is a key element in achieving the goals.

3. Current Situation and Challenges of Rural Talent Revitalization

3.1. Current Situation of Rural Talents

Currently, rural talent problems are prominent. In terms of quantity, the rural permanent population has been continuously decreasing, and a large number of young and middle-aged labor forces have flowed out. Taking a traditional agricultural village in a central province as an example, since 2010, more than 200 young talents have gone out, and over 50 of them have a college degree or above. As a result, the agricultural production method is traditional, and the crop yield decreased by 20% in 2019 compared to 2010. The aging problem has intensified. For example, the aging of the rural employed population in Jilin Province is serious, and elderly labor is difficult to meet the needs of emerging industries, restricting industrial innovation and upgrading. The talent structure is unreasonable. The cultivation of rural production and operation talents is insufficient, and there is a large gap in e-commerce and tourism talents in the secondary and tertiary industries. The levels of education, medical care, and cultural talent teams in the public service field need to be improved, and there are also problems such as weak service awareness among rural governance talents.

3.2. Difficulties in Rural Talent Revitalization

It is difficult to attract rural talents. The salary is low. For example, the monthly salary of an e-commerce enterprise operation talent in a rural area is 3,000 yuan, far lower than 8,000 yuan in the city, and the development space is limited. The enterprise management is backward, making it difficult for talents to display their talents. The training system is imperfect. The training content is out of touch with industrial needs, and the training method is single, mainly classroom teaching, lacking practice. For example, in a rural area with characteristic fruit planting, traditional planting techniques are trained, and farmers cannot apply them. It is difficult to retain talents. The infrastructure is backward. Inconvenient transportation affects the sales of agricultural products and the development of enterprises. The level of public services is low, with a lack of educational and medical resources. The innovation and entrepreneurship environment is poor, with insufficient policy support and a lack of funds and technology.

3.3. Factors Restricting Talent Revitalization in Promoting All-Round Rural Revitalization

The implementation of policies is not in place. There are implementation deviations, cumbersome reviews, and poor coordination among departments. For example, preferential policies for talent introduction are difficult to implement; the supporting facilities are imperfect. For example, there is no source of funds for rural talent entrepreneurship support policies. Insufficient capital investment affects talent cultivation, introduction, and utilization. The training funds are scarce, and high-quality training cannot be carried out. Due to financial constraints, it is difficult to provide favorable conditions for introduced talents, and the role of talents is limited. There is a deviation in social concepts. The traditional concept holds that rural areas are backward. College graduates tend to choose cities, and farmers do not fully recognize the importance of talents and do not cooperate with talent work.

4. Construction of a Mechanism for Promoting All-Round Rural Revitalization with Talent Revitalization as the Core

4.1. Talent Introduction Mechanism

4.1.1. Formulating preferential policies

Formulate policies such as housing subsidies, entrepreneurship support, and tax preferences. In terms of housing, provide subsidies, build talent apartments, and offer housing purchase discounts. For example, Fengxian District provides relevant subsidies for rural talents. In terms of entrepreneurship, set up support funds, provide tax preferences, and offer training and guidance. In terms of taxes, reduce or exempt taxes on rural-invested enterprises and personal income of talents, attracting enterprises to settle and talents to engage in rural work.

4.1.2. Building talent introduction platforms

Use online platforms to establish recruitment websites and apps, publicize through social media, and hold online job fairs. Regularly organize offline job fairs, set up a policy consultation area, and organize on-site inspections. Establish talent stations to provide accommodation, office, and

consultation services, hold exchange activities, collect talent information, and accurately match positions.

4.1.3. Discovering and cultivating local talents

Conduct a census, establish a local talent information database, and manage it dynamically. For example, Xiaoxian County, Suzhou City, has established a ledger. Formulate training plans, carry out targeted training, and organize participation in skills competitions to stimulate innovation and vitality.

4.2. Talent Cultivation Mechanism

4.2.1. Integrating educational resources

Strengthen the construction of rural schools, improve hardware facilities, improve teachers' salaries, and strengthen training. Cooperate with universities and research institutions to set up internship and training bases and carry out targeted cultivation. Carry out vocational training, offer courses according to industrial needs, and establish a diversified training system. For example, relevant service training is carried out in rural tourism areas.

4.2.2. Carrying out targeted training

Carry out agricultural technology training to promote advanced planting and breeding and mechanized operation technologies. For example, promote organic vegetable planting and agricultural mechanization operation training. Carry out e-commerce operation training, including platform use, marketing skills, etc. For example, farmers increase their income by selling agricultural products on e-commerce platforms after training. Carry out rural tourism management training to improve the management and service quality of practitioners. For example, a rural scenic area improves tourist satisfaction through training.

4.2.3. Establishing talent cultivation bases

Establish agricultural science and technology demonstration parks, introduce and cultivate new varieties and new technologies, organize farmers to visit and learn, and provide technical guidance. For example, the demonstration park drives the development of the local grape industry. Establish entrepreneurship incubation bases to provide guidance, funds, venues, and other services. For example, it helps returned college students start agricultural product processing enterprises.

4.3. Talent Utilization Mechanism

4.3.1. Rationally allocating talents

Arrange positions according to professional expertise. In industrial development, agricultural professionals are responsible for production, and marketing talents are responsible for sales. For example, talents in a vegetable-planting base improve yield and quality, and marketing talents broaden sales channels. In cultural construction, cultural and artistic talents organize activities and protect cultural heritage. For example, folklore talents excavate culture and promote rural cultural tourism. In ecological protection, environmental science talents are responsible for monitoring and governance, providing professional support.

4.3.2. Establishing an incentive mechanism

Set up a special reward fund, publicly commend outstanding talents, provide promotion opportunities, and encourage participation in decision-making. For example, a certain rural area has set up the "Rural Revitalization Talent Contribution Award" and provided a promotion channel for talents.

4.3.3. Improving the evaluation system

Construct an evaluation system that focuses on performance and contributions, break through the limitations of academic qualifications and seniority, recognize "local experts" and "field scholars", and establish diversified evaluation subjects such as the government, employers, villagers' representatives, and industry experts to ensure objective and fair evaluation.

4.4. Talent Retention Mechanism

4.4.1. Improving the rural environment

Strengthen infrastructure construction, improve transportation. For example, building roads in mountainous rural areas promotes industrial development and talent return; improve communication to attract e-commerce and telecommuting talents. Improve public services, increase investment in education, improve school-running conditions, strengthen medical construction, and improve service levels. Optimize the ecological environment, strengthen protection and restoration, promote green agriculture, and renovate the rural environment. For example, mine ecological restoration attracts investment and talents.

4.4.2. Strengthening emotional bonds

Carry out cultural activities, hold folk culture festivals, organize cultural performances, and carry out cultural lectures. For example, holding a folk culture festival enhances cultural identity. Cultivate rural feelings, strengthen rural cultural education, organize visits to historical sites, and encourage participation in cultural inheritance and innovation. For example, returned college students participate in rural cultural and creative industries.

4.4.3. Solving concerns

Provide diverse housing solutions, improve medical security, strengthen cooperation with urban hospitals, and purchase supplementary insurance. Increase investment in education, improve the quality of rural education, establish a support mechanism between urban and rural schools, and solve the education problems of talents' children.

5. Case Analysis: Successful Practices of Talent Revitalization in Promoting All-Round Rural Revitalization

5.1. Case 1: Yu Village in Zhejiang Province

Yu Village once mainly relied on "selling stones", causing serious ecological damage. Driven by talent revitalization, ecological experts guided the shutdown of mines and cement plants and carried out ecological restoration. Tourism talents planned and developed rural tourism projects. Through the introduction and cultivation of talents, Yu Village has transformed from "selling stones" to "selling scenery", developed ecological tourism, increased villagers' income, improved the rural environment, and become a model of an ecologically livable and industrially prosperous area.

5.2. Case 2: Yuanjia Village in Shaanxi Province

Yuanjia Village excavated local talents, cultivated leading figures in getting rich, and developed rural tourism. Management talents formulated scientific plans and organized villagers to participate in tourism operations. Cultural talents inherited rural culture and created a

characteristic folk cultural tourism brand. Through the role of talents, Yuanjia Village has developed from a poor village to a well-known tourist village, driving the development of surrounding rural areas and achieving all-round rural revitalization.

5.3. Case Comparison and Experience Summary

The successful experiences of Yu Village and Yuanjia Village lie in attaching importance to talents, attracting and cultivating different types of talents according to their own advantages, and promoting the coordinated development of industry, culture, and ecology. Yu Village focuses on ecological and tourism talents to achieve ecological transformation; Yuanjia Village pays attention to local and management talents to create a folk tourism brand. Both have stimulated the vitality of talents through a sound talent mechanism, providing strong support for rural revitalization and offering reference for other rural areas.

6. Policy Recommendations for Promoting Talent Revitalization to Drive All-Round Rural Revitalization

6.1. Strengthening Policy Support and Guarantee

Improve the policy system. The state issues guiding opinions, and local governments formulate detailed rules, clarifying policies for all aspects of talent introduction, cultivation, utilization, and retention. Increase capital investment, set up special funds, and encourage social capital to participate. Strengthen policy implementation supervision, establish a mechanism for tracking and evaluation, and hold those who fail to implement policies accountable.

6.2. Creating a Good Talent Development Environment

Establish a correct talent concept, break through traditional constraints, publicize the achievements, opportunities, and talent policies of rural revitalization, and showcase typical cases. Establish a talent service system, set up a service center, integrate functions, provide one-stop services, strengthen information construction, provide personalized services, and strengthen humanistic care.

6.3. Strengthening the Coordinated Development between Talent Revitalization and Rural Development

Formulate a talent strategy according to the rural development plan. For industrial development, introduce and cultivate relevant professional talents; for cultural development, focus on cultural talents; for ecological development, focus on environmental protection and planning talents. Promote the in-depth integration of talents with industry, culture, and ecology. Talents participate in all aspects of the industry, carry out cultural activities, and participate in ecological protection and construction, achieving mutual promotion.

7. Conclusion

This research clarifies the crucial role of talent

revitalization in all-round rural revitalization. The constructed mechanism for talent introduction, cultivation, utilization, and retention provides talent support for rural revitalization. Attract talents through preferential policies and talent introduction platforms, improve talent quality through the integration of educational resources and targeted training, give full play to the role of talents through rational allocation, incentives, and evaluation, and retain talents by improving the environment and solving concerns. The case analysis verifies the effectiveness of the mechanism, providing theoretical and practical references for rural talent revitalization.

The research may not be comprehensive enough in sample selection, and the research on the characteristics of rural talent revitalization in different regions is not in-depth enough. In the future, the research scope should be expanded, and the talent needs and mechanism adaptability in different regions should be analyzed in depth. In terms of mechanism improvement, the synergistic effect among various mechanisms can be further studied, and the research on the dynamic adjustment mechanism can be strengthened to better adapt to rural development changes. Through continuous in-depth research, more complete theoretical and practical guidance can be provided for rural talent revitalization.

Acknowledgements

This paper was supported by 2024 Scientific Research Project of Wenzhou Vocational and Technical College: Research on Xi Jinping's Important Expositions on Rural Revitalization (WZY2024042)

The article was also supported by the General Scientific Research Project of the Education Department of Zhejiang Province in 2024: Paths for New Rural Elites to Empower Rural Revitalization: A Study Based on the Return of Shanxi

- Wenzhou Coal Bosses Group (Y202456635)

The article was supported by the 2024 Wenzhou Basic Scientific Research Project: Development Model and Optimization Path of Wenzhou's Endogenous Industries under the Rural Revitalization Strategy (R20240020)

References

- [1] Tian Meng. From "Village and Team Autonomy" to "Village Governance and Team Administration" —— The Village Merger Movement and the Changes in Village Governance [J]. Journal of Southwest University (Social Sciences Edition), 1-9.
- [2] Xie Xinying, Wang Xiaolin. The Endogenous Development Motivation of Key Support Counties for Rural Revitalization: Framework Construction, Policy Characteristics and Promotion Paths —— Policy Text Analysis Based on the "Goal - Tool" Perspective [J]. Journal of Southwest University (Social Sciences Edition), 1-14.
- [3] Li Tiantian, Zhang Yuanye, Li Li, et al. The Nonlinear Impact of the Digital Economy on High-quality Economic Development —— Based on the Perspective of Spatial Asymmetric Spillovers [J]. China Population, Resources and Environment, 2024, 34 (12): 193-204.
- [4] Zhang Ting, Li Minrong, Xu Yanmei. Construction and Empirical Study of the Evaluation Index System for Rural Revitalization [J]. Management World, 2018, 34 (08): 99-105.
- [5] Liu Yansui. Urban-Rural Integration and Rural Revitalization in China's New Era [J]. Acta Geographica Sinica, 2018, 73 (04): 637-650.
- [6] Ye Xingqing. An Outline of China's Rural Revitalization Strategy in the New Era [J]. Reform, 2018, (01): 65-73.
- [7] Wang Yahua, Su Yiqing. Rural Revitalization —— A New Strategy for Rural Development in China [J]. Journal of the Central Institute of Socialism, 2017, (06): 49-55.