

# Analysis of the Path to Promote Rural Revitalization through Talent Revitalization

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**Abstract:** The rural revitalization strategy plays a central role in the current social development, and talent revitalization is crucial for the implementation of the overall strategy. This paper deeply explores the positive role of talent revitalization in rural revitalization, clarifies the various challenges faced in the implementation of the talent revitalization path, and accordingly proposes practical and feasible paths for practice. This is of significant importance and profound value for steadily advancing the implementation of the rural revitalization strategy, accelerating the economic development of rural areas, and firmly promoting the realization of common prosperity.

**Keywords:** Talent revitalization; Rural revitalization; Practical challenges; Practical paths

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## 1. The Important Role of Talent Revitalization in Rural Revitalization

### (1) Talent is the core driving force for promoting rural economic development

This viewpoint has become increasingly prominent in the practice of the rural revitalization strategy. On the path of rural development, we must recognize that talent is an indispensable cornerstone of rural revitalization, and a key force in driving rural economic growth and social progress.

Comprehensively advancing rural talent revitalization can effectively tap the potential of rural domestic demand and unblock the economic cycle between urban and rural areas.<sup>[1]</sup> Specifically, talent plays a crucial role in rural economic growth. In the field of agricultural production, high-quality agricultural talents with professional knowledge and practical experience are like shining stars, leading the modernization process of rural agriculture. They introduce advanced agricultural technology and management methods, not only improving agricultural production efficiency and product quality, but also promoting the transformation and upgrading of agricultural production, injecting new vitality into the development of the rural economy. In terms of rural industry development, talents with a spirit of innovation and entrepreneurship play a vital role. With their keen market insight and outstanding business acumen, they discover and cultivate a number of rural industries with local characteristics, driving rapid growth in the local economy. The rise and development of these industries not only broaden the channels for farmers to increase their income but also enhance the overall competitiveness of rural areas. In addition to economic contributions, talent also plays a leading role in rural social progress and cultural prosperity. They improve the educational level and vocational skills of rural residents through the transmission of knowledge and skills, cultivating a new force with knowledge and skills for the sustainable development of rural areas. At the same time, they actively participate in the management of rural public affairs, promoting the construction of rural rule of law and social governance, making positive

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contributions to the harmony and stability of rural areas.

Furthermore, talent is also a promoter of rural cultural heritage and innovation. They delve into rural cultural resources, protect and inherit excellent traditional culture, and at the same time integrate modern cultural elements into rural areas, promoting the innovation and development of rural culture. These efforts not only enrich the spiritual and cultural life of rural residents but also enhance the cultural soft power of rural areas. Therefore, we must adopt practical and effective measures to cultivate and attract talent, in order to stimulate the potential of rural economic development. We need to strengthen the allocation of rural education resources, improve the quality and level of rural education; we need to provide more vocational training opportunities to help rural residents improve their quality and abilities; we need to create a favorable environment for entrepreneurship and innovation to attract and retain more outstanding talents to serve rural areas; we also need to formulate a series of favorable policies to encourage and support talents to devote themselves to rural construction and development. Only in this way can we ensure that the development of the rural economy remains full of vitality and momentum, achieving the grand goal of comprehensive rural revitalization.

## **(2) Talent revitalization is of extremely significant importance for improving and enhancing the social structure in rural areas**

By attracting and cultivating talents of various types, new vitality and momentum can be injected into the countryside, promoting the comprehensive development of the local economy and society. Talent revitalization involves not only education, science and technology, culture, but also economic management, modern agricultural technology, rural governance, and more. The introduction and growth of these talents help to enhance the overall quality of rural areas, driving the social structure towards a more rational and optimized direction. At the same time, talent revitalization can effectively address the issue of talent drain in rural areas, laying a solid talent foundation for the long-term development of the countryside.

Firstly, talent revitalization brings knowledge and technological innovation to rural areas. These talents usually possess a high level of cultural literacy and professional skills, and their arrival allows rural areas to access more advanced concepts and technologies, thereby promoting the development of the rural economy and the upgrading of the industrial structure. For example, the introduction of agricultural science and technology talents can promote the application of modern agricultural technology, improve agricultural production efficiency, and facilitate the modernization of the agricultural industry.

Secondly, talent revitalization helps to enhance the level of rural social governance. Among these talents, there are many who are familiar with rural governance and social management. By participating in rural affairs, they promote the modernization of the rural governance system and capabilities, providing a strong guarantee for the stability and harmony of rural society. At the same time, they can also provide more services for rural residents, improving the quality of life and happiness of the residents.

Furthermore, talent revitalization can also promote the prosperity and development of rural culture. Culture is the soul of a region, and rural culture is an important part of rural society. By introducing and cultivating cultural and artistic talents, the inheritance and innovation of rural culture can be promoted, enhancing the attractiveness and influence of rural culture. This not only enriches the spiritual and cultural life of rural residents but also provides strong support for the development of industries such as rural tourism.

Lastly, talent revitalization also helps to promote the integrated development of urban and rural areas. With the deepening of talent revitalization, an increasing number of urban talents begin to pay attention to the development opportunities in rural areas. They participate in rural construction through entrepreneurship, investment, and other means, promoting exchanges and cooperation between urban and rural areas. This integration not only helps to narrow the urban-rural gap but also provides a broader space and opportunities for the optimization of the rural social structure.

In summary, talent revitalization plays a crucial role in optimizing the rural social structure. By attracting and cultivating talents of various types, it can promote the comprehensive development of all aspects of rural areas, such as the economy, society, and culture, providing a strong talent guarantee for the smooth implementation of the rural revitalization strategy.

### **(3) Rural talents play a core role in cultural heritage and innovation**

They are not only steadfast defenders of rural culture but also key forces in driving cultural innovation. In the vast expanse of rural areas, these talents, with firm beliefs and profound emotions, are dedicated to the excavation, inheritance, and promotion of the outstanding traditional culture of the countryside. They delve into grassroots communities, listen to the voices of the people, and extensively collect and organize folk stories, dance and song arts, handicrafts, and other cultural heritage, ensuring that these precious treasures are sustained and passed down. They are not only cultural preservers but also innovators, actively exploring and boldly innovating, combining traditional elements with modern aesthetics to create a series of cultural masterpieces with rural characteristics, showcasing the unique charm and contemporary value of rural culture. The role rural talents play in cultural heritage and innovation is of great significance for enhancing the soft power of rural culture, strengthening the cohesion and self-confidence of rural residents. Their efforts and contributions inject a powerful momentum into the prosperity and development of rural culture and provide strong support for the comprehensive implementation of the rural revitalization strategy. Therefore, we must attach great importance to the cultivation, selection, and utilization of rural talents, providing them with broad development space and a favorable working environment to inspire them to make greater contributions to the inheritance and innovation of rural culture. To better leverage the core role of rural talents in cultural heritage and innovation, we need to further explore and practice. First and foremost, establishing and improving the rural talent cultivation mechanism is key. The rural talent cultivation mechanism includes setting up specialized cultural talent training bases in rural areas, inviting cultural experts, artists, craftsmen, etc., to regularly guide and train rural talents, enhancing their cultural literacy and professional skills. At the same time, by organizing cultural salons, creative exchanges, and other activities, we can build a platform for rural talents to showcase their talents and exchange experiences, stimulating their innovative spirit and creative enthusiasm.

Secondly, strengthening the connection between rural talents and the market is also necessary. We can use modern information technology tools such as the internet to establish rural cultural product display and sales platforms, bringing the creative achievements of rural talents to the market, allowing more people to understand and appreciate rural culture. At the same time, we should strengthen cooperation and exchanges with urban cultural institutions, introducing urban cultural resources and talent advantages to provide more support and assistance for the inheritance and innovation of rural culture. In addition, we need to pay attention to the living and working environment of rural talents. By improving rural infrastructure, enhancing the level of rural public services, and optimizing the rural ecological environment, we can create a livable and business-friendly environment for rural talents. Finally, we need to strengthen care and support for rural talents, helping them solve practical difficulties in life and work, allowing them to fully commit themselves to the cause of cultural heritage and innovation. In conclusion, rural talents play an irreplaceable role in cultural heritage and innovation. We should attach great importance to the cultivation and utilization of rural talents, providing them with more opportunities for development and space, inspiring them to make greater contributions to the prosperity and development of rural culture. Only in this way can we better inherit and promote the outstanding traditional culture of the countryside and promote the comprehensive implementation of the rural revitalization strategy.

## 2. Challenges in the Implementation of Talent Revitalization Paths

### (1) Insufficient rural educational resources

When delving into the leading role of talent revitalization in the diversified paths of rural revitalization, we must bravely confront a crucial and urgent challenge: the scarcity of rural educational resources. This issue not only directly affects the cultivation and growth of rural talents but is also a core problem concerning whether the rural revitalization strategy can be effectively implemented. The construction of the teaching staff is the cornerstone and fundamental guarantee of educational development, and it is particularly vital in the field of rural education. However, the current rural education faces a severe challenge of a shortage of teaching resources, with many schools experiencing a lack of teachers and uneven quality. This not only greatly limits students' opportunities to receive high-quality education but also poses a serious challenge to the comprehensive development of their learning abilities and overall quality. This is undoubtedly a significant obstacle to the reform and development of rural education. In addition to teacher resources, teaching facilities are also an important factor restricting the development of rural education. Moreover, due to the lack of necessary experimental equipment and library materials, students' practical and innovative abilities are greatly limited, making it difficult for them to adapt and develop in the context of rapid technological change. Therefore, it is essential to attach great importance to the construction of rural educational resources to provide a strong guarantee for the comprehensive development of rural students.

In summary, the scarcity of rural educational resources is an urgent issue that we must confront and resolve. Only by solving this problem can we create better conditions for the cultivation and growth of rural talents, effectively implement the rural revitalization strategy, and thus promote the comprehensive revitalization and development of rural areas in our country.

### (2) The problem of talent drain is severe

In the process of rural revitalization, the problem of talent drain has become increasingly prominent. According to statistical data, in recent years, the rate of talent drain in rural areas of our country has remained high. Many knowledgeable and skilled young workers have flocked to cities, leading to a shortage of talent in rural areas and restricting the in-depth development of rural revitalization. This phenomenon not only exacerbates the imbalance in urban and rural development but also affects the sustained and healthy development of the rural economy.

The severity of the talent drain problem cannot be ignored. Rural areas are not lacking in agricultural technology backbones and rural management talents. However, the loss of these talents not only results in a lack of technical support for agricultural production in rural areas but also leads to a decline in rural management levels, further exacerbating rural poverty and backwardness. Talent is the primary resource for economic development, yet the loss of rural talent is undoubtedly a significant challenge to the rural revitalization strategy. Firstly, rural areas have relatively fewer employment opportunities, especially high-paying and high-level ones, leading potential and capable talents to choose to leave in pursuit of better career development and economic returns. Secondly, rural areas lack sufficient educational resources, and high-quality educational opportunities are limited, causing excellent students to move to cities to seek better educational and development opportunities. This further intensifies the dilemma of talent drain in rural areas. Moreover, the salary and welfare levels in rural areas are generally lower than in cities, attracting some capable talents to seek higher economic returns and living conditions in cities. In addition, rural areas have relatively limited development opportunities, especially in the fields of economy, science and technology, and culture, which are not as diverse as in cities, lacking diversified development opportunities, leading ambitious talents to seek more opportunities and challenges in cities. Finally, rural areas lag behind in living conditions and social environment, lacking modern infrastructure, cultural and entertainment facilities, and social services, making some talents feel that the quality of life in rural areas is not as good as in cities, thus choosing to

leave rural areas and pursue better living conditions and social environments.

### **(3) The Innovation and Entrepreneurship Environment Needs Optimization**

In the diversified paths of rural revitalization, the optimization of the innovation and entrepreneurship environment is particularly important. Currently, the innovation and entrepreneurship environment in rural areas generally faces many challenges, such as a shortage of funds, insufficient technological support, and poor market information flow. These issues not only constrain the innovative vitality of rural talents but also affect the overall process of rural revitalization.

Taking the shortage of funds as an example, survey data shows that over 60% of rural entrepreneurs indicate that funding is their biggest challenge. Lacking sufficient financial support, many promising innovation projects struggle to start or continue to develop. Therefore, the government and all sectors of society should increase financial support for rural innovation and entrepreneurship, providing sufficient funding through the establishment of venture capital funds and loan guarantees. In terms of technological support, rural areas often lack advanced scientific equipment and professional technical teams. This leads to technological bottlenecks in the research and development process of many innovation projects, making it difficult to achieve breakthroughs. To improve this situation, external technological resources can be introduced, and partnerships with universities and research institutions can be established to jointly develop innovative technologies suitable for rural areas. At the same time, the cultivation and attraction of rural scientific and technological talents should be strengthened to enhance the innovative capabilities of rural science and technology. Poor market information flow is also a significant factor hindering the optimization of the rural innovation and entrepreneurship environment. Due to the isolation of information in rural areas, entrepreneurs often find it difficult to obtain the latest market trends and business opportunities. To improve this situation, the construction of rural informatization can be strengthened, a comprehensive information service platform can be established to provide rural entrepreneurs with timely and accurate market information. In addition, various entrepreneurial exchange activities can be organized to promote information exchange and cooperation among rural entrepreneurs. As the famous economist Joseph Schumpeter said, "Innovation is the fundamental driving force of economic development." Optimizing the rural innovation and entrepreneurship environment and stimulating the innovative vitality of rural talents are of great significance for promoting rural revitalization. Only through continuous innovation and breakthroughs can the countryside be revitalized with new vitality and vigor.

## **3. The Practical Path of Talent Revitalization to Promote Rural Revitalization**

### **(1) Increase investment in education and improve the quality of education**

Among the diversified paths leading talent revitalization to promote rural revitalization, increasing investment in education and improving the quality of education is a crucial link. Rural education, as the cornerstone of talent cultivation, directly affects the quality and ability of rural talents. In recent years, the government has attached great importance to the development of rural education, and through measures such as increasing financial investment, improving educational facilities, and optimizing the teaching staff, the quality and level of rural education have been continuously enhanced.

According to the data from the third national agricultural census, among the national agricultural production and operation personnel, those with an educational level of primary school or below account for 43.4%, junior high school for 48.3%, senior high school or secondary vocational school for 7.1%, and college or above for 1.2%.

<sup>[2]</sup> Statistics show that in the past five years, the annual average growth rate of investment in rural education has exceeded 10%, with a large amount of funds being used to improve the teaching facilities of rural schools, increase teachers' salaries, and carry out educational poverty alleviation. At the same time, improving the quality of education also requires attention to the updating of educational content and the innovation of teaching methods.

Rural schools should offer targeted courses based on local industrial development and talent needs, cultivating students' practical abilities and innovative spirit. In addition, introducing modern educational technology, such as multimedia teaching and online courses, can also improve teaching effectiveness and students' interest in learning. At the same time, the education department promotes the "Internet + Education" model, providing rural students with more high-quality educational resources through online courses and distance education.

As the famous educator Tao Xingzhi said, "Education is the fundamental national plan for ten thousand years." Increasing investment in education and improving the quality of education is the only way to rural revitalization. Only by continuously improving the quality and level of rural education can we cultivate more high-quality and capable rural talents, providing a solid talent guarantee for rural revitalization.

## **(2) Improve the talent incentive mechanism to retain talent**

In the process of rural revitalization, improving the talent incentive mechanism and retaining talent is a crucial aspect. Currently, rural areas are facing the severe challenge of talent drain, with many talented and promising young talents choosing to leave rural areas for urban development. To retain these valuable talents, it is necessary to build a scientific, reasonable, and effective talent incentive mechanism.

Firstly, it is essential to improve the salary system to ensure that the remuneration of rural talents is comparable to or more competitive than that of urban areas. Through research and analysis, we can find that salary treatment is one of the important factors influencing talent mobility. Therefore, the government and enterprises should increase their investment in the salaries of rural talents, raise their income levels, and allow them to enjoy a quality of life comparable to that in cities. Secondly, it is necessary to establish and improve promotion mechanisms, providing broad development opportunities for rural talents. Rural talents often face issues with limited promotion channels and limited career development space. To address this problem, we can draw on corporate promotion models, establish promotion channels and standards for rural talents, and actively cultivate agricultural production and management talents, fostering new-type professional farmers; accelerate the training of e-commerce talents, using e-commerce platforms as a foundation to open up markets for agricultural products.<sup>[3]</sup> In addition, attention should be paid to spiritual incentives to enhance the sense of belonging and honor among rural talents. Rural talents working in rural areas often face more difficulties and challenges. Therefore, it is important to strengthen care and support for rural talents, allowing them to feel the warmth and concern of the rural community. At the same time, it is also necessary to increase publicity efforts for rural talents, allowing more people to understand the importance and contributions of rural talents, and to raise their social status and reputation.

## **(3) Creating a favorable environment for innovation and entrepreneurship to attract talent**

In the journey of rural revitalization, creating a favorable environment for innovation and entrepreneurship and attracting talent has become an indispensable part. Research indicates that the level of innovation and entrepreneurship activity in a region is positively correlated with its talent attraction. "Attracting talent, especially those returning to their hometowns, is the main force driving the integrated development of urban and rural areas"<sup>[4]</sup>. Encouraging local governments to establish innovation and entrepreneurship funds to provide financial support and policy incentives for rural entrepreneurs can successfully attract a large number of young talents to return and start businesses. The entrepreneurs who come will not only bring advanced business concepts and technology but will also drive the upgrading and transformation of local industries, injecting new vitality into rural revitalization.

To create an even stronger atmosphere for innovation and entrepreneurship, efforts must be made from multiple aspects. First, increase publicity for rural innovation and entrepreneurship, widely disseminate successful cases and advanced experiences through media and online channels, and inspire more people's enthusiasm for starting businesses. Second, establish and improve the innovation and entrepreneurship service system to provide comprehensive support and assistance to entrepreneurs, including policy consultation, project evaluation,

and financing support. In addition, organize innovation and entrepreneurship competitions and forums to build a platform for communication and cooperation among entrepreneurs, promoting the transformation and application of innovative achievements. In terms of attracting talent, it is important not only to focus on introducing external talent but also to focus on cultivating local talent. By strengthening rural education construction, improving the cultural literacy and skill levels of local people, a continuous supply of talent for rural innovation and entrepreneurship can be provided. At the same time, improve the talent incentive mechanism to offer more attractive treatment and development space for rural entrepreneurs, making them willing to stay in rural areas, serve rural areas, and promote technological innovation in agricultural production. Promoting the development of green technology innovation is the core element for achieving green growth<sup>[5]</sup>. In summary, talent revitalization must adhere to an innovation-driven development strategy. By creating a favorable environment for innovation and entrepreneurship, more talent can be attracted to engage in rural construction, jointly promoting the comprehensive development of rural revitalization.

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