

# Study on the Realistic Constraints and Strategies of Rural Talent Development under the Background of Rural Revitalization

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**Abstract:** The report of the 20th National Congress of the Communist Party of China proposed to continue to implement the "rural revitalization strategy". Human resources are the necessary force for rural revitalization, and also an important driving force for China to achieve Chinese path to modernization. From the perspective of human resource management, from the perspective of policies and government responsibilities, this paper analyzes the current issue of rural talent retention, explores the root causes of rural human resource loss from the inside out, and proposes suggestions for the introduction and management of rural talent resources.

**Keywords:** Rural revitalization; Resources of talents; Realistic issues; Improvement strategy.

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## 1. Introduction

The rural revitalization strategy proposed by the country requires the development of rural industries, promoting ecological civilization, and shaping a good rural atmosphere. Talents are the main force driving rural development, spreading new concepts, and developing new industries. With the increasing trend of aging population, the development of rural areas requires young labor force. Therefore, how to introduce and retain talents is an urgent issue that needs to be explored in the current rural revitalization. Talents are the driving force and core competitiveness for the development of every country and region, as well as the creators and disseminators of national economic development and cultural continuity. In ancient times, there was a saying that "talent is extremely difficult, and one person is equally important." Nowadays, countries cannot do without the contribution of outstanding talents in both economic development and technological advancement. It can be seen that the cultivation and development of talents have always been valued by the country and region since ancient times, and the development of rural areas cannot be separated from the dedication and dedication of young talents.

From a national perspective, the issues related to agriculture, rural areas, and farmers have always been valued by the Party, the state, and the government. As early as the beginning of the century, our party included the three rural issues in the government work report, emphasizing the development of agriculture and the prosperity of rural areas. The development of rural areas encompasses multiple fields such as economy, culture, education, and security, and the input of talents is the core of development. At present, China is in the period of building Chinese path to modernization. Talents are the driving force behind a country's strength and prosperity, and young talents play a crucial role in various industries. Talent promotes the country, strategic power, and encourages outstanding talents to go where the country needs them. Going to rural areas is not only to narrow the urban-rural gap but also to achieve national strategic goals.

From the perspective of social development, the

construction of a harmonious society needs to be considered from a global perspective, which involves various aspects of social development. On the one hand, in terms of talent supply and distribution, after the takeoff of reform and opening up, a large number of talents have flooded into first tier coastal cities. In recent years, there has been a phenomenon of talent saturation, and even some talent waste. In the newly released "2023 Spring Talent Flow Report" by Zhilian Recruitment, it can be seen that first tier cities are still the "heart" of talent in the country. From the perspective of development needs, rural areas urgently need a large number of young talents to invest in their development and construction. Due to the lack of talents, the pace of rural development is slow. Retaining young talents can not only promote rural development, alleviate the shortage of rural talents, but also solve the problem of talent resource waste in first tier cities. On the other hand, there is still a significant gap between urban and rural development, which to some extent affects the stability of the country and society. The key to narrowing the gap and achieving stability is to introduce excellent young talents and achieve rural revitalization and development. Therefore, developing rural talent resources is a guarantee for easing employment and social stability.

From the perspective of the long-term development of rural areas themselves, compared with first tier coastal cities, there are still shortcomings in various aspects. The input of talents is a necessary condition for rural revitalization, which plays a crucial role in solving the practical problem of rural technology shortage. On the one hand, the flow of talents to rural areas plays a catalytic role in achieving the balance and optimization of national talent resources. It plays an important role in realizing the potential development advantages of rural areas, further leveraging their own characteristics, and driving their industrial development. On the other hand, talents can bring new vitality to rural areas through the dissemination of knowledge and technology. Therefore, the development of rural talent resources is an inevitable requirement for rural revitalization.

## **2. Problem Presentation: Negative Representation of Rural Talent Shortage**

### **2.1. The realistic representation of talent mobility between urban and rural areas**

In accelerating the implementation of the rural revitalization strategy, it is necessary to actively strengthen the management, planning, and development of rural human resources. [1] The income gap between urban and rural areas is also widening year by year. In rural areas where income is far lower than in urban areas, in order to meet family expenses and improve quality of life, most young people choose to move to urban areas for living and employment. Therefore, the loss of more labor and talent resources in rural areas has led to an increasing wealth gap between urban and rural areas. Regarding the issue of imbalanced urban-rural development in our country, the open theory suggests that due to a series of preferential coastal opening policies implemented by the country, population mobility has led to regional development disparities. As a result, coastal areas have become areas with a concentration of talent, and their development speed is naturally faster than that of rural areas. The theory of heavy industry strategic development believes that the imbalance in development between urban and rural areas is due to the neglect of the development process of agriculture and even the sacrifice of agricultural development to achieve a leap in heavy industry development in the early days of the founding of the People's Republic of China. As a result, agriculture is in a weak position, leading to the loss of rural talents.

From Maslow's hierarchy of needs theory, after satisfying physiological needs such as material needs, people will pursue higher-level spiritual pursuits. Most young people who aspire to live in big cities value the development prospects and infinite possibilities of these cities. The "highland" of talent gathering lies in having hope and prospects; What is lacking in the talent pool is the space for making progress. For elite talents represented by college students and entrepreneurs who have emerged from rural areas, once they leave, they are unwilling to return to their homeland.

### **2.2. The problems of talent loss in rural areas**

From the perspective of rational economic individuals, before doing something, everyone will consider whether this choice can maximize their own profits, that is, whether it can bring them a sense of gain. Some scholars also believe that the theme of rural talent revitalization policies is becoming increasingly clear and the policy system is improving, but there are problems such as imbalanced use of policy tools, relatively concentrated policy guidance, insufficient top-level design collaboration, and weak policy integration benefits. [2]

#### **2.2.1. Lack of material resources**

On the material level, it generally refers to income, education, and pension security. In modern times, people increasingly hope to realize their personal value and infuse it into the realization of social value. As a result, talent continues to flow to places with high income, high positions, and superior living environments, which is the objective law of talent mobility. Firstly, rural areas are far inferior to big cities in terms of living conditions. In terms of housing subsidies, children's education opportunities, etc., there are not as many and abundant opportunities as cities can provide. And young talents are in the marriageable age group, and their

housing and children's education conditions directly affect their aspirations and choices for rural employment. Secondly, rural areas have always been dominated by individual farming, lacking advanced technological conditions, which makes it difficult to implement some work. For example, in terms of teaching and agricultural labor, the lack of corresponding tools increases many difficulties. In addition, some remote rural areas are in short supply of talents, and the workload will be relatively high. For example, a primary school teacher who is responsible for teaching students Chinese, English, and mathematics will face greater pressure. Thirdly, there are fewer job opportunities and lower wages in rural areas, which cannot meet the expenses of families and provide education for their children.

#### **2.2.2. Monotonous spiritual pursuit**

The spiritual aspect encompasses cultural, learning, and other pursuits. As the saying goes, without spiritual pursuits, one can feel confused and uneasy. Due to historical reasons, rural development is relatively backward, lacking entertainment activities and advanced entertainment and cultural facilities. Life is dull and plain, and the cultural needs of talents are difficult to meet. Over time, it has been difficult for talents to stay in rural areas. Due to the scarcity of educational resources and the lack of training opportunities, it is difficult for talents to obtain high-quality training and learning opportunities in rural areas. Even some remote rural areas have not yet achieved the popularization of television and the internet, making it difficult for knowledge to be updated in a timely manner. As a result, the comprehensive development and potential of talents are limited. However, both the research and development of technology and the promotion of agricultural products cannot be separated from talents. Agricultural innovation and rural revitalization require the investment of talents. Due to the lack of innovative talents in rural areas, it is difficult to achieve effective and rapid promotion of agricultural products, which adds insult to injury to the development of rural industries. Innovation and talent form a circular pattern, and the lack of innovation makes it difficult to attract talent. In the long run, the development of rural industries will be even slower.

## **3. Tracing back to the Origin: The "Four Major Factors" Hindering Talents from Staying in Rural Areas**

There has always been an imbalance in talent mobility between the eastern and western regions, urban-rural development, and uneven quality of talent resources in China. From the "peacock flying southeast" at the beginning of the century to the "spring water flowing eastward" that emerged after the development of the eastern coastal areas, and now to the "new first tier city effect" that gradually emerged after the development of new first tier cities.

### **3.1. Attracting people without direction**

Firstly, the prosperity of a city determines its talent stickiness. Cities are areas where advanced technologies are researched, developed, and utilized, as well as the central area where most of the country's resources are concentrated. Naturally, a "tornado effect" will occur, continuously attracting excellent gatherings and forming a situation of gathering talents. Secondly, there is a significant gap in education levels and the number of schools in rural areas compared to coastal cities in the east. Due to the scarcity of

resources in the western rural areas and the Matthew effect of resource flow caused by the early national policy of "getting rich first and then getting rich", there has been a long-term lack of educational resources and lagging economic development, making it difficult to cultivate local talents. Students studying abroad, after enjoying the abundant resources brought by big cities, find it difficult to return home and have the willingness to contribute to their hometowns, resulting in the loss of potential talent resources in rural areas. In addition, due to historical, cultural, and social reasons, rural areas have outdated equipment and slow knowledge updates, making it difficult for foreign talents to play their own roles. Thirdly, the living conditions in rural areas are poor. Poor living conditions are an objective cause of talent loss. Rural areas generally have inconvenient transportation, poor living conditions, and even natural disasters. Working and living in rural areas can be much more difficult, which objectively leads to talent loss.

Most of the policies aimed at attracting talents to rural areas are aimed at large enterprises, with low attention paid to the talent introduction of small and medium-sized enterprises, and there are still many obstacles in the talent introduction system. The talent management system in rural areas is relatively backward, making it difficult for talents to flow. Once they move from the city to the countryside, there are many obstacles to mobility. Moreover, universities and cities have developed a cultural perception of anti rural sentiment. The belief that cities represent modern Western civilization, while rural areas represent traditional Chinese civilization, is ignorant, backward, and irrational. Some college students from the countryside eventually believe that rural life is simply a life without value. Staying in the city is a civilized choice.

### **3.2. There is no appropriate approach to educate people**

#### **3.2.1. Insufficient training**

Before entering the countryside and providing services for rural revitalization, talents were not psychologically prepared by the government. However, there was a lack of targeted training afterwards, which resulted in insufficient understanding of the actual conditions in rural areas and hindered the smooth progress of work. Secondly, due to the varying development situations in different rural areas, their work requirements are also inconsistent. After entering rural areas for work and entrepreneurship, talents lack sufficient understanding of the local situation and are unable to quickly integrate into rural revitalization construction, which not only leads to slow work progress but also undermines the confidence and expectation of young talents. Thirdly, due to the limited resources of rural education and training, talents who enter the countryside cannot receive training and education opportunities for a long time, their knowledge cannot be updated and their abilities cannot be improved better and faster, which can also cause pressure and dissatisfaction in their hearts.

#### **3.2.2. Neglecting the cultivation of local talents**

Under the national call for rural revitalization, the majority of society advocates for talents to move towards rural areas and make contributions, but neglects the cultivation of local talents in rural areas. Local talents in rural areas have a high level of understanding about the countryside. Their parents and family live there and have a deep affection for everything there. They are more willing to dedicate themselves to their

hometown. Due to the lack of educational resources in rural areas, outstanding young talents who move from rural areas to cities tend to stay in developed areas such as the eastern coastal areas, increase income, and improve family living standards, making it difficult for them to return to rural areas. Secondly, from the perspective of the Matthew effect, the scarcity of rural education resources, especially high-quality primary and secondary schools, has resulted in a lack of favorable conditions and provision of high-quality resources for talent education and training. As a result, children in rural areas are "congenital deficiencies" from an early age, making it difficult to cultivate excellent young talents and develop advanced technologies, leading to an increasing gap between urban and rural areas. Thirdly, in terms of cultivating local talents, there is no training based on local characteristics and advantages, but rather following the big steps. The advantages and characteristics of each region are different, and cultivating talents in the form of a big pot cannot make targeted changes to the fundamental problems of backwardness.

### **3.3. Improper use of personnel**

One is not to take advantage of its strengths and eliminate its weaknesses. Everyone is not perfect, with their strengths and weaknesses. As the saying goes, "Garbage is gold misplaced." If we cannot tap into the potential of each individual and develop it, but instead place it in positions that are not suitable for their development, it will not play a significant role in rural revitalization, and it will also be harmful to their own career and personal value realization. In addition, the purpose of talent resource development is to maximize the role of talents, but the effectiveness of talents should not be limited to their professional abilities. While leveraging their professional talents, they can also realize their other social values in rural development. The second is to make use of large talents and small talents. On the one hand, rural areas lack advanced talent and human resource identification. Lack of screening for some young talents with potential abilities has led to overuse of talent. This neither drives the development of rural industries nor to some extent increases the sense of loss among young talents. In addition, due to the lack of a reasonable system and appropriate management, the phenomenon of favoritism is more likely to occur in grassroots and rural areas, resulting in mismatched job positions, unequal opportunities, and waste of talent resources, which can also cause unfairness in the minds of young talents.

### **3.4. Leaving people without a plan**

#### **3.4.1. Significant gap with expectations**

The concept of talent resources in rural areas is not strong, and some rural units have a weak awareness of introducing and retaining excellent talents, which is an important factor leading to talent loss. Relying solely on government policy support is difficult to achieve a sense of identity among rural employment talents, and sometimes even if talent is attracted, it cannot be retained. Secondly, the belief is not strong. From Maslow's hierarchy of needs theory, there are five levels of human needs, namely physiological needs, safety needs, social needs, esteem needs, and self actualization needs. The development of young talents in rural areas cannot meet their social needs. Some young people work and live in the countryside for the development of their hometown, but their parents and family still live in the city, and their lack of

spiritual support is the reason why young people cannot stay in the countryside for a long time. Thirdly, there is a significant sense of drop. On the one hand, the western government generally only focuses on introducing talents from the outside, lacking emphasis on retaining talents. In fact, retaining talent is also a key factor in attracting talent. The rapid updating and transformation of talents, on the one hand, requires new young talents to have a stage of understanding for the development of rural areas, and their work will also be affected. On the other hand, the frequent departure of talents from rural areas to cities has a negative impact on society, resulting in a contrasting effect. Excellent talents will be affected and unwilling to participate in rural construction.

#### **3.4.2. Low salary for talents**

Firstly, as the development gap between urban and rural areas in China continues to widen, the employment threshold in cities is high, but there is still a continuous influx of talents, and there are few people interested in rural areas. This is due to inconvenient transportation in rural areas, relatively backward economy, generally lower living standards compared to cities, coupled with outdated ideological concepts and relatively serious feudal ideas, resulting in lower treatment for intellectuals and technological talents. This is one of the most direct reasons for the loss of rural talents. The treatment to a certain extent reflects the society's recognition of the hard work and ability level of talents, and is also the most basic condition for stabilizing the talent team. Secondly, the quality of public services is low and there is inequality in public services. The quality of shared services is a standard for measuring the living standards and level of public participation in a region. The reason why young people are unwilling to leave cities and move towards rural areas is also due to the relatively backward public services and infrastructure construction in rural areas, and the public services provided by the government are still unable to meet the needs of young people. And the reason why these talents are willing to stay in big cities is because of high-quality public services, better living environment, and development prospects. However, in remote rural areas, due to insufficient economic size, limited vision, and imperfect public service environment, talent loss is more severe.

## **4. Rural Talent Revitalization Strategy under the Background of Rural Revitalization Strategy**

Innovation driven is essentially talent driven. In practice, without talent reserves, innovation is just a slogan, and every innovation and entrepreneurship is driven by talent. Rural revitalization cannot do without talents. In implementing the rural revitalization strategy, all aspects of work require talents to carry out research and development. The iceberg theory holds that every person is like an iceberg, and we can only see the superficial parts of their appearance, while the deeper parts of their inner self, such as behavior, views, feelings, expectations, perspectives, desires, and self, are invisible to humans. The government should enter the hearts of talents, break through the iceberg, understand the true thoughts of talents, and make reasonable talent strategies in implementing the talent introduction plan for rural revitalization. Therefore, in the management of rural talents, the government should adhere to actively attracting talents, cultivating talents with distinctive characteristics, using talents correctly, and retaining talents with care.

## **4.1. Reshaping the system of attracting talents and the concept of talent development**

enhance one's own strength. The government should implement reasonable policies to accelerate the development of rural areas, and transform this "mountain road" into "flat land" and then realize the transformation into a "prosperous road". Actively leveraging the advantages of rural characteristics, compared to cities, rural areas have the advantages of fresh air, pleasant and livable environment, and low pollution water sources. Modern people mostly pursue high-quality living, and even in recent years, there has been a trend of "fleeing Beijing, Shanghai, and Guangzhou and returning to the countryside.". In the context of the rural revitalization strategy, some of the farmers who once went out to work have become entrepreneurs who have certain funds, technology, and resources to return to their hometowns, appearing with a new attitude of "willing to return". [3] The implementation of the rural revitalization strategy requires local governments to identify their own advantages, leverage strengths and avoid weaknesses, develop their advantageous industries, and stimulate economic growth from the inside out, in order to break the "strange circle" of talent's unwillingness to go to the countryside. Transforming the outdated consciousness and concepts of small-scale farmers, local governments should fully recognize the role of talents in rural revitalization strategies, fully recognize the enormous role of advanced science and management experience in rural transformation and development, learn to respect science and talents, and enable talents to gain a sense of identity and satisfaction when working in rural areas. Actively promote the implementation of open and flexible talent attraction policies.

Actively cultivate high-quality new quality farmers who can be retained, utilized, and done well, and orderly guide various professional and technical talents in urban areas to serve agriculture and rural areas. [4] Talents entering rural areas need to understand what professional knowledge they possess and in which areas they can make significant breakthroughs. Establish a mechanism for talent screening and selection, to screen and select talents for various positions, in order to place talents in the optimal position. Adhere to the principle of assigning positions according to individual needs and being knowledgeable and responsible. Advocate for village committees and other rural employers to implement the principle of assigning positions according to people and understanding people's responsibilities. Learning to use people's strengths and avoiding their weaknesses is the key to understanding and fulfilling responsibilities, and maximizing one's talents.

## **4.2. Emphasize the effectiveness of educational characteristics and the transformation of achievements**

Rural revitalization requires attention to industry, infrastructure construction, and talent cultivation. The development and cultivation of talent resources are the key to rural revitalization. Firstly, establish a training mechanism for young talents to move towards rural areas in the early, middle, and later stages. Create a set that covers psychological counseling, education and training. Secondly, create favorable training conditions and provide better learning and development opportunities. Thirdly, implement training strategies with distinctive advantages. Based on local

characteristics, cultivate talents that are suitable for the development of the region. In terms of personnel training, it is necessary to cultivate a "three rural" work team that understands agriculture, loves rural areas, and farmers, in order to inject fresh vitality into rural revitalization. In the long run, in order to achieve rural revitalization, we must first revitalize the cultivation of talents, invest in rural education, cultivate a large number of human resources that are satisfied with the development of rural areas at all levels, and enhance the competitiveness of rural comprehensive development. The government can use Internet and other information technologies to achieve the sharing of educational resources and improve the quality of talent training in rural areas.

### 4.3. Establish a retention mechanism and intelligently retain talents

The talent strategy for rural revitalization should not only actively introduce talents, but also find ways to retain outstanding talents. From the perspective of the "economic man" hypothesis, only by providing higher quality public services for talents, offering more promising development platforms and more comfortable living environments, and establishing a retention mechanism based on environment, career, and emotions can talents be willing to come and stay. The retention plan for rural revitalization should actively improve the environment and infrastructure, optimize the ecological environment, create beautiful and livable tourist attractions and rural complexes, and make talents willing to stay.

In recent years, with the rise of the tertiary industry and the improvement of people's living standards, the number of practitioners in the primary industry has gradually decreased. Most of the people who stay in rural areas for farming and agricultural production are middle-aged and elderly people. It has become a common phenomenon in rural development in China today that young people go out to work in the tertiary industry and are unwilling to return to their hometowns for agricultural work. Developing the tertiary industry in rural areas, leading the development of agriculture through the tertiary industry, and promoting industrial integration and upgrading are essential to attract and retain talents. Secondly, we encourage college students majoring in agriculture to return to the countryside, use their professional knowledge to contribute to their hometown, provide them with a good platform, and encourage their development in industries such as rural management, e-commerce, catering, and tourism, in order to attract talent to return and inject fresh talent blood into rural revitalization.

Rural revitalization is a necessary path to achieve common prosperity. Promoting the participation of farmers in rural construction and fully stimulating their subjectivity is of great significance for promoting the implementation of rural revitalization strategies and meeting the needs of people's

better lives. [5] In today's era of "people moving higher", many young people who are willing to go to the countryside, stay in the countryside, and contribute to rural revitalization are full of ideals. They have their own ideas and pursuits, and they also have feelings for the countryside and the determination to contribute to the realization of national strategies. The so-called "retaining homesickness" essentially means retaining people who come rushing towards homesickness. Appreciate and uphold the inheritance of talents and culture. The government should consider the emotional aspect of the retention policy and retain people with emotions. Understanding their inner feelings, sincerely providing them with benefits, and allowing them to give genuine affection to the countryside can better prevent talent loss.

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