

# Analysis of Sustainable Development of Rural Revitalization Oriented to SDGs

-- A Case Study of Hele Town, Wanning City, Hainan Province

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**Abstract:** Hele Town, as one of the nine red beautiful villages in Hainan Province, is a famous red revolutionary old area in Hainan. In recent years, the town's villages have continued to carry out habitat improvement and develop special industries according to local conditions. The study adopted the methods of field research, data collection and mind mapping to study the topic. The purpose of the study is to find the key points of rural revitalization in Hele Town through the analysis of 17 goals of SDGs, and bring universal significance to rural revitalization. The results of the study revealed that SDGs meet the needs of China's rural revitalization and future development, helping to align with international standards and providing development directions for other townships.

**Keywords:** SDGs, Rural Revitalization.

## 1. Revitalization of Characteristic Industries

### 1.1. Sharing + agriculture

#### 1.1.1. "Sharing +" to help China's rural revitalization and development

China's previous urbanization was driven by industrialization, gradually accumulating a better economic foundation. To reduce the gap between China's urban and rural development, the Party Central Committee proposed the development of rural revitalization. China is a vast nation, and to help its more than 900 million peasants become prosperous, it is not necessary to resort to land reclamation and reclamation of additional farmland to increase the amount of land available; rather, it is necessary to liberate peasants from the land, without which it is difficult to assist them in achieving prosperity with relatively fixed farmland, grain, and land. The purpose of rural land circulation is to liberate productive forces, enabling farmers to choose to go to the city for work, join cooperatives, or develop their own industries, such as rural tourism, rural homestays, and animal husbandry. To liberate the labor force on the land, it is necessary to rely on the ABC0 model, whereby rural areas complete the confirmation of land rights, transfer the land, concentrate the land, liberate other farmers, and participate in the secondary or tertiary industries of the city, thereby making it prosperous. The sharing of ideas has altered the traditional relationship between people and land, transforming the traditional concept of people to the land and land to people. This has enabled farmers to increase their income, introduce modern technology into the countryside, facilitate industrial development, and help China's rural areas transition from an intensive farming small-scale peasant economy to modern rural development. Villagers can leverage the shared farming model to effectively combine the idle resources of farms with the needs of urban development through the exchange of use rights, thereby achieving the highest resource utilization efficiency and effectively bridging the gap between urban and

rural areas. By sharing farms, farmers can make independent decisions and participate spontaneously, while respecting local culture and history, ensuring their normal production and life, and encouraging them to use resources and explore new business opportunities, thus enhancing their market competitiveness and management ability and increasing their income. By enhancing the education and training of villagers, we can effectively address the issues of an aging population, the hollowing out of villages, and the outflow of young and middle-aged people. In recent years, shared agriculture has seen rapid growth, prompting some operators in cities such as Guangzhou to invest in this business. They transferred idle land to these farms, and through unified management and technology, they were able to achieve standardized production.

#### 1.1.2. Liulian Village, Hele Town, Wanning City, Hainan Province shared the status quo of agricultural development and planning suggestions

##### 1.1.2.1 Status of agricultural development

Liulian Village is characterized by a balance between population and land, with the village's basic farmland currently comprising 108 hectares, and plans to increase it to 203 hectares. Liulian Village has eleven natural villages under its jurisdiction, comprising a total of 1645 people and 554 households. The soil condition of Liulian Village is favorable, unlike the small coastal area in the north of the harbor, which has been inundated with saline-alkali land due to seawater irrigation. Despite the abundance of land in Liulian Village, the utilization rate of farmland is low, resulting in very limited cultivation.

The Agriculture and Rural Affairs Bureau and the Economic Planning District have initiated relevant shared farm planning and invested funds to repair the canals on both sides of the surrounding area, followed by the commencement of farmland planning. During the survey, most of the farmland was planted with lychee, lotus fog, jackfruit, durian honey, and other crops; however, due to the influence of diseases and pests and the lack of large-scale planting, it was unable to

establish the corresponding industrial chain, and could only be used for self-sufficiency or sold in a limited area.

#### 1.1.2.2 Specific planning suggestions for "shared agriculture" in Liulian Village

Through interviews with local officials, we discovered that Liulian Village is abundant in land resources, boasting a wide range of farmland and a large area; however, due to climatic and economic factors, most of the rice planting land is one-season or second-crop, which is self-sufficient by villagers and will not be sold, resulting in many vacant lands. Most of the villagers opt to cultivate cash crops, such as betel nut trees and lotus mist, in order to generate economic income. However, most farmland planning is scattered, so in order to form an effective plan for its farmland, it is first necessary to systematically plan it.

According to the local permanent population of Liulian Village for food demand calculation, the approximate number of rice planting area planning has been used to determine the remaining area as a cash crop planting area. As a basis, the planning is based on betel nut tree planting, supplemented by other cash crop planting area planning, and the sales of betel nut in previous years have been used to provide villagers with data support, supplemented by the planting of lychee, longan, pineapple, and other crops. By implementing shared agriculture practices, we can promote the collective growth of local farmers, with Lihai Farm Company in Sanmenpo Town, Haikou City serving as a prime example, and its farm operations being highly successful.

Lihai Sharing Farm has employed a marketing strategy of "sharing and crowdfunding" to vigorously promote the development of the lychee industry, resulting in remarkable outcomes. Liulian Village can promote the construction of a longan sharing farm as a pilot project, gathering villagers who grow longan in the village and have considerable income to engage in cooperative planting and operation, forming a combination farm of "tourism + characteristic agriculture" to help more villagers understand the advantages and development direction of "shared agriculture".

#### 1.1.3. Share the bottleneck of agricultural development

##### 1.1.3.1 Over-management destroys the ecological environment

What sets a shared farm apart from general rural tourism is its location. The location is relatively dispersed, and the investment in infrastructure construction is substantial. In order to secure effective funding, it is essential to attract social capital. The holders of these social capitals seek to maximize economic profits in the short term and tend to increase industrial land. Driven by investors, many rural lands, cultivated areas, forests and vegetation have been greatly damaged, even affecting local ecosystems. At present, the "one blueprint" planning scheme of "multi-plan integration" requires the integration of nature, close to scenic spots, and the use of farm ecological landscape resources is limited to the greatest extent, and ecologically sensitive areas and even ecological redline areas such as reservoirs and wetlands in some areas are classified as construction land, and their design layout is obviously unreasonable.

##### 1.1.3.2 The infrastructure is not perfect and lacks top-level design

Currently, a substantial number of shared farms are situated

in proximity to highways, and the infrastructure, such as roads, electricity, and communications, is inadequate. The environment is harsh, transportation is inconvenient, sanitary conditions are inadequate, and development is lagging behind. Some farms are lagging behind in terms of service, lack business awareness, and lack motivation for improvement. Due to the slow start to the development of shared farms, there is a lack of effective management. The development of farms is not meeting expectations, including a lack of capacity to design products, implement projects, and meet consumer demand, resulting in a decline in the economy. Without the government's unified planning guidance, the lack of collective planning in townships and villages will significantly reduce the provision of infrastructure and supporting facilities, resulting in serious overcrowding, chaotic development, and duplication of construction.

## 1.2. Analysis of processing plants

### 1.2.1. Industrial scale

Lulu Red Food Company. The Liulian Village Committee of Wanning City's office building is located near the facility, which covers an area of 300 square meters and a plant area of 1200 square meters. It has 15 production workshops, which specialize in salted duck egg processing, zongzi wrapping, steaming, vacuum, and other food production technologies, and employs more than 20 experienced staff. By leveraging the benefits of red culture, we will construct an industrial chain featuring duck eggs, special rice dumplings, seafood processing, agricultural product display, and e-commerce.

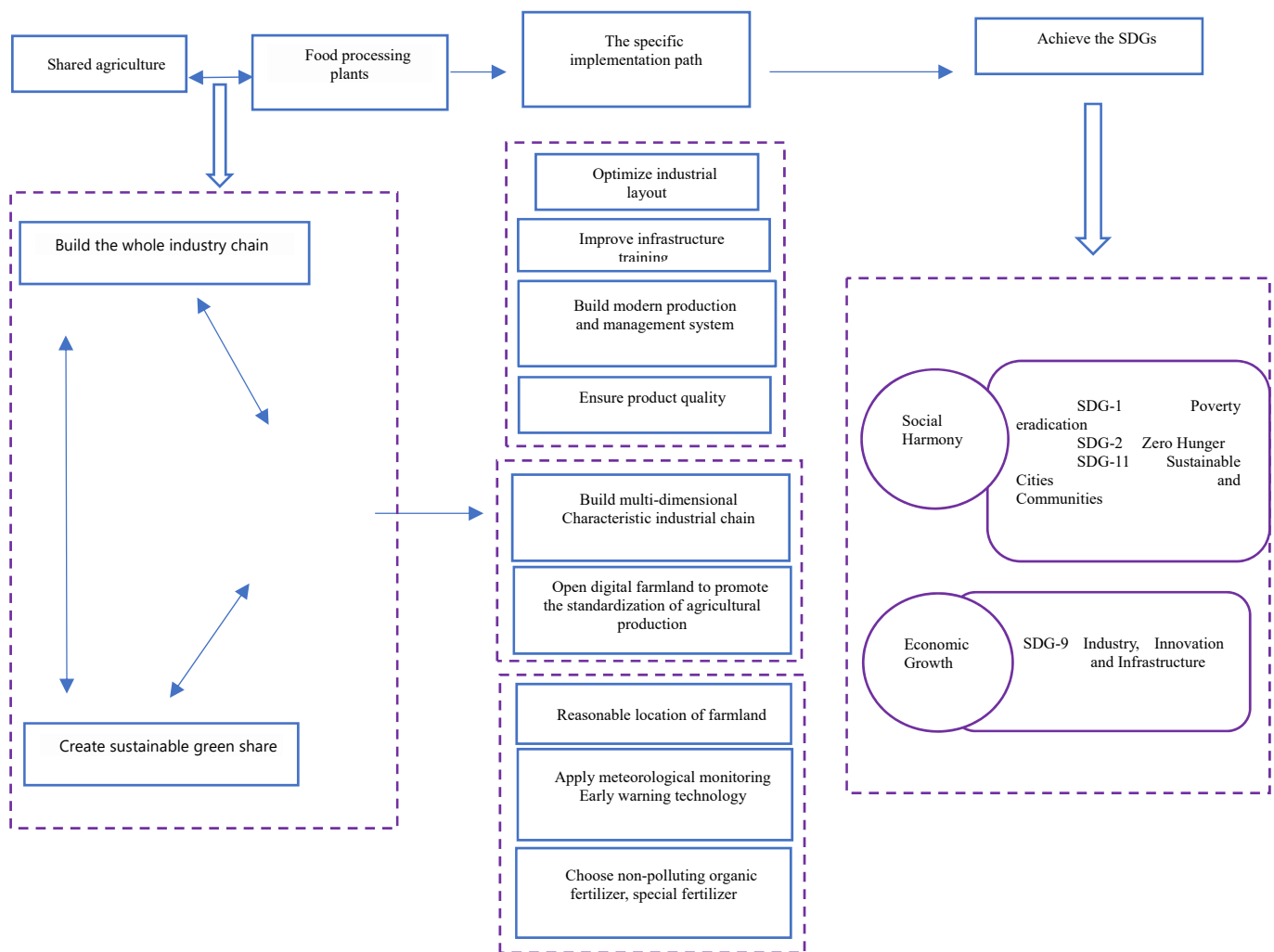
### 1.2.2. Market Analysis

Running sea salted duck eggs are currently a popular product on the Internet, with high prices and increasing market demand, and the industry prospects are promising. Currently, there are three or four companies operating machine assembly lines in Hainan, with Wanning City being the first to do so. The factory's duck eggs primarily have two sales channels: government agencies and other institutions. In the early stages of the company's development, it primarily opened up sales channels by selling products to relevant institutions. Adapt to the current trend of rapid development of self-media and leverage Tiktok or other live streaming platforms to promote sales in the live sales industry.

### 1.2.3. Rural revitalization takes the lead

In order to effectively promote industrial revitalization of the rural economy, Liulian Village's existing egg and duck farmers produce more than 60,000 duck eggs daily, which are mainly sold to buyers in the town, resulting in low income. To maximize the potential of the red tourism resources, it is essential to take advantage of these resources.

In Liulian Mountain, measures should be adapted to local conditions, characteristic industries should be developed, 3 million yuan of industrial development funds allocated by the central government should be used to build a new 1,200-square-meter food factory, the "enterprise + village collective" cooperation model should be adopted, and well-known enterprises should be introduced in Wanning. Utilize the enterprise's mature management model, professional production technology, and sound sales channels to operate and manage effectively.



**Figure 1.** Pathways for Featured Industries to Contribute to the SDGs (Figure created by the author)

### 1.3. Analyze for SDGs

SDG-1 aims to eradicate poverty in all its forms worldwide by 2030, with the aim of achieving extreme poverty among all people. To this end, efforts will be made to ensure that all women, men, particularly the poor and vulnerable, have access to ownership and control over land and other property, in order to achieve equity and justice. SDG-2 seeks to end hunger, ensure food security, improve nutrition, and promote sustainable agriculture. In order to achieve sustainable development by 2030, we are committed to achieving greater economic benefits by significantly altering land use to increase agricultural productivity, enhance land sustainability, and optimize the soil environment in a continuous manner. SDG-9 seeks to promote sustainable development and innovation, with the most pressing objective of strengthening the management of industrial land in order to achieve significant industrial growth in employment and GDP by 2030, as well as improving the infrastructure of industrial land. In order to ensure the long-term growth of industry and the efficient utilization of resources, we must take necessary measures. SDG-11 aims to build inclusive, safe, flexible, and sustainable urban and human settlements, including urban land, and sustainable transport systems by 2030 in order to improve road safety and expand public transport networks. To promote sustainable development, it is essential to strengthen inclusiveness among countries and provide safe, friendly, and

barrier-free green public spaces for all. An in-depth analysis of the four future goals reveals that in order to effectively utilize resources, all types of land should possess high quality, sustainable output, efficient utilization, resilience to natural disasters, and sound functionality.

## 2. Sustainable Tourism

Sustainable tourism necessitates that people engage in economic development activities related to tourism from a long-term perspective in order to ensure the sustainability of tourism destinations, in accordance with the core objectives of the Sustainable Development Goals (SDGs).

### 2.1. Deep Industry Integration - ‘Leisure Agriculture + Rural Tourism’

Wanning City, located on the eastern coast of Hainan Province, is a mature aquaculture industry, with the local Hele crab being the representative product. The newly constructed Lu Lu Hong Food Company. The Liulian Village of Hele Town is home to an agricultural products processing plant, and not far from it is a reservoir, an undeveloped yet scenic wasteland. There are many such undeveloped and unused lands in the Liulian Village. Many fishermen in Lequn Village rely on fish pond farming as their primary economic source, and the industrial model is single and unsustainable, with some of the scattered fish ponds not being effectively

utilized. To meet the Sustainable Development Goals (SDGs), it is necessary to adopt sustainable consumption and production patterns, combine leisure agriculture and tourism, and promote the deep integration of the primary and tertiary industries. This is the direction of development of a virtuous circle, whereby tourism can increase villagers' income and promote reproduction.

The town's advantageous coastal location facilitates effective development and utilization, with guidance provided in accordance with Article 14, "Protect and Sustainable Use of Oceans and Marine Resources for Sustainable Development.". As the largest lagoon inland sea in China, it is also rich in seafood, such as Hale crab and Gangbei prawns, and has given rise to a seafood processing industry, but as the largest lagoon inland sea, it also has a beautiful coastal landscape. The seafood processing industry can be developed in tandem with tourism to facilitate industrial upgrading and increase consumption.

## 2.2. Create a special town brand

The town of Hele has a unique dragon boat culture, food culture, and 23 years of red flag culture. Since the Song Dynasty, Gangbei Village has maintained the tradition of dragon boat racing at the Dragon Boat Festival annually. In 2012, Wanning was associated with dragon boat racing and introduced the Chinese Dragon Boat Competition for four consecutive years. In March 2015, Hele Town was bestowed the title of "China Dragon Boat Town" by the China Dragon Boat Association. The unique dragon boat culture and abundant activities have garnered the attention of many tourists, resulting in the emergence of dragon boat-themed lodging and the growth of various plantations in the vicinity.

Liulian Village in Hele Town, backed by Liulianling, is one of the nine red-beautiful villages in Hainan Province, renowned as a red revolutionary old area in the province. The Liulianling Revolutionary Base was established in 1927, and the party led the people of Hainan in adhering to the longest struggle against the enemy, making it one of the largest revolutionary bases. It was known as "Hainan Jinggangshan" and adhered to the "twenty-three years red flag does not fall" to carry out armed struggle. Liulian Village leveraged the red cultural resources to actively engage with various party building and learning organizations, establish a food processing plant, develop special industries, and construct a red-hued tourism village.

SDGs 8, which emphasizes promoting sustained, inclusive, and sustainable economic growth, achieving full and productive employment, and ensuring decent work for all (Decent Work and Economic Growth), provides guidance for the sustainable development of rural revitalization in Hele Town. Tourism is closely intertwined with Sustainable Development Goals 8 and its specific objectives. The World Travel and Tourism Council (WTTC) has reported that tourism provides 1 in 11 jobs globally and has become a key driver of global economic growth, demonstrating the efficacy of tourism in stimulating job growth. The creation of branded towns and the rise of tourism need to create jobs for local residents, providing them with a more prosperous life and a significant income. Simultaneously, the transformation, upgrading, and sustained growth of local income will be the driving force and support for the long-term development of tourism in Hele Town.

## 3. Talent Revitalization and Cultural Revitalization

In order to achieve the great rejuvenation of the Chinese nation, we must vigorously promote the implementation of the strategy of rejuvenating the country through science and education and the strategy of strengthening the country with talent, both of which are essential for the development of urban economy and the implementation of rural revitalization. An important task of rural cultural construction is to cultivate a team of high-quality rural talents through guiding and instilling rural culture, stimulating the enthusiasm of farmers, improving their spiritual and cultural life, promoting the harmony of labor relations, promoting the harmonious development of rural areas and society, and making greater contributions to the realization of agricultural modernization. The development of rural culture is a complex process that not only reflects people's spiritual pursuits, but also has an impact on their daily lives. Therefore, talent revitalization and rural revitalization should be conducted concurrently, as they are of equal importance.

### 3.1. Educational Development

General Secretary Xi Jinping emphasized that poverty alleviation should be guided by the will, and should be supported by wisdom. It is the duty and mission of education to consolidate and expand the achievements of poverty alleviation through education, effectively connect with rural revitalization, and revitalize rural education to empower rural talent revitalization. Developing talent and showcasing rural culture through education is the fastest and least costly way, and teachers are the foundation and key to revitalizing rural education.

#### 3.1.1. Teachers

##### 3.1.1.1 Difficulties

Priority must be given to the development of rural basic education in order to implement rural revitalization. Rural basic education plays a critical role in fostering cultural development, cultivating social morality, and promoting sustainable agricultural development. Raising the level of basic education in rural areas is an essential strategy for advancing rural revitalization. As rural revitalization advances, rural basic education is presented with unprecedented opportunities for development. However, the adoption of the ABC0 development model has made the issue of ABC1 more pronounced, thus impeding the sustainability and reliability of rural revitalization.

##### 3.1.1.2 Recommendations

The efforts of rural teachers have provided a solid foundation for the great rejuvenation of the Chinese nation, providing fair and efficient teaching services to promote rural development and contribute to the construction of a modern socialist power. In order to promote the development of rural education, the ability and quality of teachers are essential, thus the training and upgrading of rural teachers should be given top priority. Teachers play a critical role in rural education, and without their dedication and ongoing learning, it will be difficult to achieve the goal of advancing rural education. Strive to cultivate a team of highly qualified rural teachers, provide them with increased attention and support, and create a more comfortable and loving working and living environment, so that they can effectively integrate into the larger educational family of "going down, staying and teaching well".

### **3.1.2. Ideological aspects**

#### **3.1.2.1 Difficulties**

The educational concepts of parents will have a direct impact on the subsequent implementation of rural primary education activities. When elementary school students demonstrate resistance and boredom with learning, parents may not attempt to modify their learning attitude. Furthermore, due to outdated thinking, many families do not devote sufficient attention to the education of their students. Many individuals go out to work without having completed nine years of mandatory education.

#### **3.1.2.2 Recommendations**

Therefore, in the new era, if schools wish to address the shortcomings in rural primary education, they must allow parents to embrace new educational concepts in order to enhance the quality of education. In light of the new requirements of rural revitalization, schools should strive to optimize teaching activities, modify parental and student perspectives, and ensure that students comprehend the educational purpose of the curriculum. Schools should strive to effectively disseminate teaching materials and align their teaching activities with the current demands of social skills in rural primary schools. The more proficient the student's presentation skills and the more comprehensive their mastery of knowledge, the more advantageous they will be in future competitive activities. Schools should organize teaching and publicity activities that emphasize the practical characteristics of rural primary education in order to encourage parents and students to recognize the value of education. Second, schools should increase investment in education, broaden the scope of material penetration through rural cultural activities and entertainment activities, such as hosting movies at rural film festivals and issuing notices simultaneously in rural cultural publicity work, in order to enhance the teaching value of rural primary schools, improve their educational competitiveness, and help parents recognize the urgency of education. Schools should strive to foster a new connection with students' parents, wherein teachers should not only provide instruction, but also provide educational resources, encouraging parents to assume the responsibility of educating and guiding students, leveraging the supervisory role of family education, and optimizing primary education.

### **3.1.3. Comprehensive education**

#### **3.1.3.1 Difficulties**

Attaching importance to hardware construction, meeting the requirements of education, utilizing outdated equipment, and utilizing resources judiciously are significant challenges faced by rural primary school teachers. Compared to urban primary schools, rural primary schools face numerous challenges in the construction process, including outdated equipment, some of which has been scrapped or is in close proximity to being scrapped, and the inability to provide services for the teaching work of rural primary schools, with most of the teaching still focused on interpreting textbooks. Additionally, primary school students lack the ability to independently apply modern teaching platforms, thus their dependence on teachers remains.

#### **3.1.3.2 Recommendations**

Under the backdrop of rural revitalization, rural primary schools should construct classrooms that are civilized, scientific, and efficient in order to enhance the quality of instruction. Rural primary schools should take rural revitalization as the fundamental starting point, ensure the proper construction and utilization of local hardware facilities,

optimize rural primary school education activities comprehensively, and enhance the literacy of primary school students from multiple perspectives. Rural primary schools should overhaul and maintain the modern teaching equipment they own and use, and replace any obsolete teaching equipment. Rural primary schools can only retain students by enhancing the hardware configuration and enhancing the appeal of the classroom. On the other hand, teachers should not only create opportunities for students to learn knowledge, but also encourage them to apply and communicate in order to provide practical opportunities to improve their literacy. Therefore, if rural primary schools wish to innovate their teaching models, they must seize the new pattern of rural revitalization to create practical opportunities for students and encourage them to apply their knowledge. Teachers can engage in practice related to activities such as the construction of characteristic agricultural industries and rural agricultural tourism in the context of rural revitalization. Provide students with opportunities to apply their knowledge. Teachers should facilitate students' acquisition of materials in unfamiliar contexts and facilitate the implementation of varied practical activities.

## **3.2. How to Develop Talent Revitalization and Cultural Revitalization**

### **3.2.1. 1 Talent revitalization**

3.2.1.1 Talent revitalization runs through the whole process of rural revitalization

In order to realize the grand goal of rural revitalization, the realization of the five major aspects of industrial development, a beautiful environment, cultural inheritance, effective governance, and a rich life must be supported by sufficient human resources. In order to foster the growth of the industry, we must cultivate highly skilled personnel in the primary, secondary, and tertiary sectors. In order to construct aesthetically pleasing villages, we must also train experts in environmental and ecological conservation. In addition, the advancement of rural culture necessitates the efforts of a new generation of village elders and intellectuals. Finally, in order to strengthen rural social governance, we must cultivate young people with management skills. Only by taking positive measures, strengthening the cultivation of talent, stimulating and encouraging more innovative vitality and creativity in rural areas can we promote the sustainable development of agriculture and rural areas, ultimately achieving common prosperity for the people.

3.2.1.2 Talent revitalization drives the prosperity of rural culture

President Xi Jinping emphasized that an excellent rural culture can stimulate the enthusiasm of farmers, enhance their unity spirit, and bring a positive atmosphere to society. Rural revitalization should not only shape the physical, but also cultivate the soul. The formation of exemplary rural customs is a significant indicator of the revitalization of rural culture and an integral part of achieving Chinese-style modernization that harmonizes material and spiritual civilizations. To achieve this, it is essential to cultivate a variety of talents who will drive the growth of rural cultural industries and perpetuate local culture, beginning with those in the fields of education, health, and tourism. For example, maximize the role of new village sages in the revitalization of rural culture. They actively adhere to core socialist values, serve as natural guides in areas with weak rural moral norms, and leverage their influence to motivate the vast number of farmers and

foster an exemplary social atmosphere. At the same time, they are inheritors and developers of excellent traditional local culture, understanding the advanced culture of modern civilization development, keeping up with the times, and also the customs and customs of local society. They can naturally integrate the two, leading the trend of rural cultural development, and play a role in preserving culture, educating villagers, and cultivating excellent customs. Xinxiang sages are classified as local talents in the talent sources classification system, and in order to realize the cultural revitalization of rural areas, attention should be paid to enabling outstanding foreign talents to fulfill their potential. For example, the cultivation of high-quality talent by various colleges and universities has enabled the rural areas to take root, thereby improving the quality of education in rural schools, enriching rural cultural products, and contributing to the development of rural culture.

### **3.2.2. Revitalization of rural red culture in Liulian Village, Hele Town, Wanning City, Hainan Province**

Liulian Village is a renowned area of the Red Revolution in Hainan Province renowned for its distinctive red hue. Under the guidance of the Communist Party of China, the people bravely resisted hostile forces, and the concept of "23 years of red flag not falling" inspired local development, making "Jinggangshan of Hainan" a local classic document. Red culture is essential for the revival of rural culture, as it not only provides ideological guidance but also promotes economic development. Therefore, we must actively support the Party and the country, and strive to win the strong support of all sectors of society in order to create a healthy and prosperous socialist civilization environment. Visitors can gain insight into the history of the revolution, relive the red memory, and experience the revolutionary fervor that was at its peak. This demonstrates the distinctive red cultural heritage of the countryside, which has drawn more people to the area, driving the economy and industry.

## **3.3. Problems and Challenges Faced by Both**

### **3.3.1. Talent issues**

#### **3.3.1.1 The rural talent training system is not sound enough**

According to the statistics of the seventh national census in 2021, China's rural population accounts for 36.11% of the country's total population. Despite this large population base, there are still nearly 500 million rural permanent residents, and the majority of the labor force in the countryside is of primary school education level, indicating a weak awareness of goods and competition. There are two primary reasons for this: first, rural revitalization has raised the bar for rural talent training, yet there is still a gap in understanding and comprehension of the knowledge and network of the training object. Second, the vocational education counterpart's support rural talent training model is more traditional and not innovative enough, resulting in a lack of speed and quality of talent training to support the comprehensive rollout of the rural revitalization strategy. To address this issue, more suitable talents should be selected and more scientific methods should be adopted.

#### **3.3.1.2 There is a shortage of talents among young rural cadres**

After the establishment of the cadre contingent in rural areas during the period of comprehensive poverty alleviation, the cadre contingent in the vast number of villages has now reached a certain level; however, most of the cadre members

in village committees and committees remain senior cadres with high moral integrity in the village. They possess a certain degree of prestige and the right to speak, and are able to carry out their daily work smoothly; however, due to their limited professional abilities and long working years, their approach to addressing certain issues has become entrenched, making it difficult to innovate in the pursuit of rural revitalization. Rural revitalization necessitates a younger workforce. Moreover, during the stage of comprehensive poverty alleviation, the Party and the Government selected a poverty alleviation task force and the first secretary to go to the grassroots level to improve the rural governance environment through external embedding methods. However, with the completion of poverty alleviation and the stage of rural revitalization, the aging of village-level cadres became increasingly prominent, and the cadres of the two committees of the village were not connected. Therefore, the shortage of reserve talent is a challenging issue that governments at all levels must address, and only by increasing the endogenous impetus for rural development through reserve talent can we effectively drive the development of all aspects of rural areas.

#### **3.3.1.3 Lack of professional and technical skills**

According to statistics, agriculture-related technology extension, production, management, skill services, new vocational farmers, and other talents currently account for less than 6% of the rural permanent population, making it difficult to achieve rural development through a small number of talents to drive the large rural population. In order to realize rural revitalization, it is necessary to transition from a single production mode dominated by small farmers to moderate-scale operation, particularly in terms of production and operation methods and e-commerce services. The new business entities, mainly represented by agricultural production cooperatives, are playing an increasingly important role in agricultural production. The development of e-commerce has significantly transformed the majority of farmers from agricultural producers to market participants, resulting in a higher demand for professional and functional talent in the future. Despite the potential of specialized management talents, such as those with experience in multiple fields, to coordinate production relations and rationally allocate rural resources, which could play an important role in the development of agricultural and rural production, rural areas currently lack such personnel. Furthermore, the number of rural enterprises is limited, professional management positions are lacking, and talents are difficult to introduce and train. Furthermore, the lack of professional technical personnel is a major issue, as advanced agricultural machinery and equipment require technical personnel to promote them. Additionally, advanced manufacturing production equipment is also dependent on specialized talents, yet the current operating profits of agricultural enterprises are insufficient to cover excessive talent expenditure, and low salaries are unattractive, making it difficult to cultivate such talents in rural areas.

### **3.3.2. The practical dilemma of red culture in the revitalization of rural culture**

#### **3.3.2.1 The role of cultural guidance is incomplete**

Red culture has a long and storied history, drawing upon the heroic struggles of countless revolutionary ancestors, embodying a strong will of the times and national vitality. It has a wealth of connotations, making it an essential material for party building and stimulating patriotic enthusiasm among all citizens today. Despite the current situation, further

research is needed to explore how to maximize the potential of red culture. Due to the limitations of traditional display methods, the guiding significance of red culture has not been fully realized. Most of the various red ruins are visited, and there is no innovation that is in line with current development and people's preferences. In some red pavilions, traditional explanations, text descriptions, video broadcasts, and other methods have been replaced by a variety of uses, resulting in participants only passively receiving knowledge but unable to gain a deeper understanding, thus preventing them from obtaining beneficial positive education. Although most areas remain limited to traditional media, the form of propaganda for red culture is changing, necessitating that the content be more contemporary and that it be combined with the aesthetic concepts of the peasant masses in the new era to spread red culture in a more vivid manner. Due to the limitations of current propaganda methods, the competitiveness and attractiveness of rural red culture in all forms of information is severely limited, resulting in the inability to fully realize the effects of ideological and political education and thus impede its ability to play its role in the revival of rural culture.

#### 3.3.2.2 The top-level design of red culture is incomplete

By conducting a comprehensive and systematic analysis, the top-level design can effectively guide and control the development trajectory of the environment. As society continues to develop, all aspects of life are progressing in a more advanced direction, with the cultural world being no exception. Despite the current state of rural cultural revitalization, the lack of necessary planning and a thorough understanding of the fundamental characteristics of each red culture point, as well as a lack of an attitude to keep up with the times, make it difficult to fully explore the core connotations of red culture, resulting in a growing sense of confusion among the peasant masses.

#### 3.3.2.3 Cultural construction lacks role models

Red culture can significantly stimulate public enthusiasm, yet some places still lack a full understanding of its profound significance, viewing it as a foundation for cultivating the next generation and overemphasizing its superficial external performance, thus making it an irreplaceable tool in advancing rural civilization. Furthermore, there is a dearth of suitable role models. By utilizing typical demonstrations, red culture can be deeply entrenched in the public consciousness and widely implemented in practical contexts. Despite the fact that the spread of red culture has received little attention in some areas, there is a lack of advanced models, making it difficult to effectively balance the roles of reverse constraint and positive incentive and effectively lead the spirit of red behavior, resulting in an incongruity between human development and material development, which ultimately affects the construction of rural civilization.

### 3.4. Analyze in the face of SDGs

SDG-4 seeks to promote an inclusive, equitable, and high-quality education system that makes lifelong learning opportunities accessible to all. Having a good education is essential for improving the quality of life for the public and promoting long-term prosperity. In recent years, countries around the world have been striving to enhance educational attainment, particularly among women. SDG-5 states that "Achieving Gender Equality and Empowering All Women and Girls" is a goal. Gender equality is not only an essential human right, but also a fundamental factor in promoting world peace, prosperity, and sustainable development. By

providing education, health care, career opportunities, and the involvement of women and children in political and economic decision-making, we have the potential to achieve sustainable economic development and bring greater well-being to society as a whole. SDG-8 seeks to promote sustained, inclusive, and sustainable economic development with full employment and equal employment opportunities for all. Approximately half of the global population remains in poverty, with an average income of less than \$2 per day. In many cases, obtaining a job does not necessarily alleviate poverty. Given the slow and uneven progress made, we must revisit and reorient our economic and social policies in order to eradicate poverty. It is evident that the Sustainable Development Goals (SDGs) place great emphasis on talents, education, ideas, and culture. From this perspective, it is essential to construct a systematic and flexible personnel training system, implement new rural construction initiatives with innovative development strategies, and retain talented personnel. The implementation of the talent revitalization strategy can play a pivotal role in all aspects of rural revitalization, thereby more effectively promoting agricultural and rural development, updating concepts, and re-positioning the value of local culture. Therefore, we should actively introduce advanced culture to promote rural revitalization and development, assist rural people in changing their traditional concepts, and form new concepts that are more suitable for production and life in modern society.

As the economy and society continue to progress, traditional local cultures have undergone significant changes, necessitating a serious consideration of their significance in the current era in order to more effectively promote the development of rural civilization and eliminate bad habits, thus creating a healthy and harmonious rural environment. In addition, we should stay abreast of current trends and be able to incorporate new content. On the other hand, we should continually strive to foster innovation and advancement of local culture. Although there are some excellent elements in the local culture, we should draw the essence from it, discard the dregs, and adjust and improve in a timely manner in order to better adapt to the development of today's society, otherwise it will be eliminated. Only by adhering to the inheritance and development of local culture, which is rooted in history, can we truly achieve a first-class local culture.

## 4. Ecological Revitalization and Organizational Revitalization for Sustainable Development

### 4.1. Rural Environmental Governance

According to the ninth guidance of the Sustainable Development Goals (SDGs): Building Risk-Resilient Infrastructure, Promoting Inclusive and Sustainable Industry, and Promoting Innovation (Industry, Innovation and Infrastructure), infrastructure construction is the top priority of rural environmental governance and is a prerequisite and foundation for promoting industrial upgrading and development. The following table illustrates some of the infrastructure in Hele Town.

Infrastructure construction must keep pace with the changing times and progress, particularly the integration of industries, the emergence of new agriculture, tourism, and the growth of various industries, all of which necessitate higher standards for Hele Town's infrastructure. Adhere to the

"enterprise + government" cooperation, improve road coverage, increase the rate of construction of cultural and sports facilities, and provide support for power supply and drainage systems. We will undertake special planning to improve the appearance of each village in Hele Town, enhance the living environment of the countryside, and create a picturesque countryside to attract more tourists and industrial visitors.

#### 4.2. Construction of Village Grassroots Organization

In accordance with SDGs 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels, (Institutions, good governance). Guide the establishment and enhancement of rural grassroots organizations, foster effective rural governance structures, and foster peaceful villages.

The Conflict Theory school of thought posits that tourism is a beneficiary of peace, rather than a cause of it, and that a peaceful environment is a necessary condition for its development, thus demonstrating the importance of a safe governance environment in promoting tourism growth. The Hele Town should insist on effective governance, including strengthening the construction of rural grassroots organizations, strengthening grassroots party construction and party organization leader team construction, and establishing a scientifically and effectively structured grassroots organization structure. It is essential to enhance the grassroots service system and construct a comprehensive grassroots government system from the grassroots to the highest levels, which can facilitate government services to the public.

The rural construction of Hele Town is divided into the Party Committee, the Government, the National People's Congress, and the organs. The organs are established in conjunction with the General Office of the Party and Government, the Economic Development Office, and the Social Affairs Office. Based on the current state of rural grassroots organizations in Hele Town, this paper proposes the future development of Hele Town organizations. The Party and Government in Hele Town should establish an Industrial Development Office to prioritize and facilitate the revitalization of Hele Town's special industries, and draw upon the Party members' support to form a Party Leadership Team to focus on gathering villagers' opinion and feedback, enhancing the quality of grassroots services, and aiding in the upgrading and integration of industries. The government should pay attention to the construction of grassroots organizations of village committees in each village, implement the introduction of new talents, such as college student village officials, into the grassroots leadership organizations, and build a scientifically and efficiently sound grassroots service system.

## 5. Conclusion

SDGs were born to against the background of the challenges of sustainable development issues in the complex global system and the deepening of globalization. Rural revitalization, as an indispensable part of the development of China's era process, its sustainable development deeply affects the future development of China. Therefore, this study analyzes the path and direction of rural revitalization in Hele Town, Wanning City, Hainan Province, in the light of the core objectives of SDGs, and proposes many practical development suggestions. By taking Hele Town as a representative, this study provides reference for more rural revitalization and sustainable development studies in the future, helps China's rural revitalization strategy to align with global sustainable development goals, and promotes rural revitalization to a new level.

## 6. Author Contributions

This paper was jointly completed by Ruxu Li and Xueyan Yang. Everyone in this study made the equal contribution. It is hereby explained.

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