Research on the Development of Rural Entrepreneurial Resources and Entrepreneurship Thoughts under the Background of Rural Revitalization Strategy

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Abstract. General Secretary Xi Jinping put forward the "Implementation of Rural Revitalization Strategy" for the first time in the report of the 19th National Congress of the Communist Party of China. This paper attempts to construct the general idea of rural entrepreneurship in agriculture and rural areas, and taps the entrepreneurial resources from the rural tourism industry, the experiential agricultural industry, the ecological agricultural industry and the creative agricultural industry respectively. It has a strong guiding significance to the rural entrepreneurs in agriculture.

The report of the 19th National Congress of the Communist Party of China puts forward the implementation of rural revitalization strategy, which is an important strategy for solving the problems of agriculture, rural areas and farmers in the new period. Under the background of the national rural revitalization strategy, it provides opportunities for contemporary agricultural development, and also provides a broader platform for the vast number of young people in rural innovation and entrepreneurship. The integration of innovation and entrepreneurship with the strategy of rural revitalization will promote the integration and development of rural primary, secondary, and tertiary industries, and support and encourage farmers’ employment and entrepreneurship, broaden the channels for increasing income, promote the "three rural" problem to be effectively solved, stimulate the economic vitality of the countryside, and promote the economic prosperity of the countryside. This paper will analyze the development of rural entrepreneurship resources and entrepreneurship ideas, and put forward some suggestions.

1. The General Idea of Rural Entrepreneurship

The key to rural entrepreneurship lies in whether it can realize the integration and development of rural industries and realize the extension of the industrial chain of the industrial chain. The integration and development of rural industry is based on agricultural and rural areas. Through the elements, system and technological innovations, agriculture is not limited to planting, breeding, and production. It also should be extended to link production, processing, distribution, and consumption. Coordinated development, build and industrial system of cross-border integration of industries, transform traditional agriculture into modern agriculture.

Rural entrepreneurship should focus on cultivating new rural industries, new forms and new models. Scholar Yang Xiong has carried out an opportunity analysis on creative agriculture, eco-science and technology agriculture, tourism industry, flower and wood industry and gold trade industry, designed and planned the entrepreneurship in the agricultural field, and made a study on the path, management and development of realization. It has some enlightening significance. The basic goal of the new type of agriculture is to establish the development orientation of "big agriculture", promote the grafting and integration of agriculture and industry, commerce, tourism, information industry, health and old-age industry, cultural industry, education industry, etc., and give birth to new industries such as agricultural products processing industry, central kitchen, leisure agriculture, rural e-commerce, agriculture,
creative agriculture, and experiential agriculture. The new mode and new model make the multi-functional value of agricultural countryside fully excavated.

Rural entrepreneurship should unswervingly promote structural reform on the supply side of agriculture, adhere to the principle of promoting agriculture with quality and green agriculture, follow the development path of high-quality, specialization, and branding, adjust and optimize the layout of agricultural productivity, and accelerate the construction of modern agricultural industrial system, production system and operation system. In view of the current situation in rural areas, Qi Yumei, a scholar, puts forward four modes of rural entrepreneurship, such as the boosting platform entrepreneurship mode, the leading beautiful rural entrepreneurship mode, the industrial talents back home entrepreneurship mode, and the supporting "enterprise + entrepreneurship subject" entrepreneurship mode,[1] which have certain reference significance.

2. The Development of Rural Entrepreneurial Resources

China's rural areas are vast and rich in products. If they can be fully developed and utilized, and change the traditional farming methods, implant new business models, accelerate the integration of industries, adjust the rural industrial structure, create an industrial chain that is more suitable for the needs of the times. Turn "waste" into "treasure", and turn the previously idle resources into the driving force of economic development, so the resources of entrepreneurship need to be deeply excavated.

2.1 The Development of Entrepreneurial Resources in the Rural Tourism Industry.

The rural tourism industry is a typical sample of social and cultural consumption upgrading in the new era, and the developers of rural tourism projects have formed a unique rural tourism business ecology by providing tourists with tourism products and services with rural tourism, rural habitat and rural agricultural products as the core. Rural tourism industry is the product of the integration and development of urban cultural economy and rural commodity economy, and it is also the inevitable result of the endogenous growth of rural economy under the background of cultural revitalization, rural development and industrial upgrading. Entrepreneurs choose some scenic, unique rural areas, make full use of idle housing, to create a rural pastoral characteristics of residential, farm, ecological agricultural sightseeing park, so that the beautiful rural scene into people's lives, will enjoy the scenery, accommodation and meals combined to form a complete rural tourism industry chain. Existing rural infrastructure and geospatial advantages, production sites, agricultural and sideline products and other resources, after planning and design, can be for accommodation, leisure, play.

Take Chongqing as an example, we should strengthen the integration of culture and tourism, focus on the transformation of rural farming, farming, agricultural skills and intangible cultural heritage, national folk customs and so on into rural tourism resources, relying on cultural heritage and local folk culture with characteristics such as Bayu culture, Three Gorges culture, Dabashan culture, Wuling Miao Tujia culture, Yandan culture, to display rural poetry, myth, story, legends, ballads and proverbs, folk songs, dances, operas and other folk cultural arts comprehensively. Highlight the village memory, feel the rural skills, develop the local culture tour, national culture tour and other characteristic situ tourism state, improve the level of rural tourism development.

2.2 The Development of Entrepreneurial Resources in the Experiential Agricultural Industry

Agricultural resources are also the most appropriate source of natural ecological education experience. From the perspective of urban people's needs, people living in cities are eager to understand the mysteries of agriculture and rural way of life. The differences and complementarities between rural and urban are the basic conditions for the development of experiential agriculture. Take agricultural experiential education as an example, the model integrates agricultural production and agricultural science education. Internationally, there are representative education farms in France,
children's agricultural parks in Japan and natural ecological classrooms in Taiwan. The Agricultural Education Experience Park is dedicated to the development of crops and production activities, to meet the desire of tourists to obtain knowledge, to give full play to the advantages of the combination of agricultural tourism and labor experience, to enhance the experience of rural activities, agricultural production process and farmers' life. Visitors can not only understand agricultural life, relax the mood, enjoy the local taste, but also realize the economic development. For example, activities such as "summer camp" and "winter camp" can be carried out to the society, and the rural land resources could be used to make the young people have a certain understanding of agriculture, and at the same time give the resources higher commercial value.[2]

Take folk tourism as an example, we can use the unique folk customs, traditional crafts, festival culture, as well as ancient homes, ancient buildings, etc., to organize sightseeing, recreation, experience, leisure tourism activities. In addition to organizing visitors to visit to obtain sensory enjoyment and knowledge, it is also possible to restore the ancient folk customs activities, with tourists as the main character, so that they can participate in these customs activities, experience the joy of traditional culture.

2.3 The Development of Entrepreneurial Resources in the Ecological Agricultural Industry

Eco-agriculture is for sustainable agriculture development. In accordance with the principles of ecology and economics, according to the different regions, using modern technology and combining various production technologies organically, a modern agricultural industry management system is established, which is conducive to the coordination between human survival and natural environment. The overall improvement and coordinated development of economic benefits, ecological benefits and social benefits. Entrepreneurs can organically integrate the primary, secondary and tertiary industries according to the actual ecological resources and scientific production indicators of each village. Form a virtuous cycle between ecology and economy, we can create a profitable eco agricultural industrial chain. Taking the citizen farm as an example, the farmer rents part of the land to the urban residents for cultivation. The urban residents can cultivate the land in their spare time and return the harvest to themselves. Taking "ecological agriculture + Internet" as an example, we can improve the value of agricultural products, avoid "price war" with competitors, and make high-quality products easier to go out of the countryside, go to a broader market, and form a good brand image.

2.4 The Development of Entrepreneurial Resources in the Creative Agricultural Industry

Creative agriculture, that is, with the help of the creative industry's thinking logic and development concept, the science and technology and humanities into agricultural production, the traditional agricultural development into the production, life, ecology as one of the modern agricultural industry model. Creative agriculture is wide-ranging and rich in content, not only has the scale of farming, fishery customs, forest tourism, rural animal husbandry activities, but also unique farming education, ecological conservation, homestay experience, local folklore and other leisure activities, showing a diversified development of the scene. The variety of agricultural creative types, each type in different countries almost have different forms of expression, in practice, formed several major creative agricultural models, such as agricultural products creative model, agricultural landscape creative model, agricultural diet creative model, agricultural culture creative model. China's creative agriculture can learn from Japan, France and other agricultural development models, in the scientific use of cultural knowledge, the high-tech into it, better enhance the added value of agricultural products. It can also be planned and designed for agricultural development, and in the case of agricultural product brand planning, the cultural elements are reasonably embedded in agricultural development, and the innovative mechanism and model can be realized to promote the good progress of creative agriculture.[3]
Taking Taiwan's creative tourism agriculture as an example, it features the deep development of local characteristics of agricultural products, with ornamental, edible or educational value of crops or livestock as the main body of the landscape. Which with agricultural culture as a clue to show agricultural resources, historical culture, breeding knowledge, variety classification and so on, to create a thematic landscape with outstanding characteristics.

3. Some Suggestions for Entrepreneurship in Rural Agriculture in Chongqing

3.1 Development of Creative Agriculture

No matter what model of development of creative agriculture is, the significance of development is ultimately to promote economic development. Compared with the developed countries of creative agriculture, China's creative agricultural development is still in its infancy. In many aspects, there is a lack of overall and long-term planning, lack of special policy support from the government, and creative agriculture professionals. At present, the quality and culture of most agricultural workers are not high. To speed up the development of creative agriculture, we still need to rely on the government’s strong support, and introduce talents to strengthen training, with the goal of promoting the comprehensive development of economy and society, vigorously develop creative agriculture.

3.2 Construction of Modern Agricultural Industrial Park

We can implement a number of rural tourism projects, launch some rural tourism products, build rural boutique tourism lines, develop some rural tourism commodities, run a number of rural tourism festivals, build a big data platform for rural tourism, and build a number of rural tourism characteristic landscape belts, special cultural belts, and beautiful rural belts. We can innovate the co-construction and sharing mechanism that the government sets up a platform, enterprises participate and farmers benefit. Through the deep integration of the three industries, farmers will be integrated into the industrial chain, and they will be rich in it.

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