

Analysis of Principle Orientation and Entry Point of Higher Vocational Education in Rural Revitalization Strategy

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Abstract. Using literature analysis, comparison of characteristics and typical investigation, taking agricultural higher vocational education and agricultural higher vocational colleges as cases, this paper studies and analyzes the realistic basis and entry point for serving rural revitalization strategy in higher vocational education, explores the implementation path serving the country's rural revitalization through the integration of industry and education for higher vocational education, to provide reference for the teaching reform of higher vocational education. The principle orientation and five entry points of higher vocational education serving the rural revitalization strategy were put forward.

1. Introduction

Serving the country's major development strategy is the value pursuit of the construction of national high-quality higher vocational colleges. In the education line, the Ministry of Education has opened the construction of high-quality vocational colleges in the country, and the provincial education authorities have also started the construction of provincial-level high-level vocational colleges, and used this as a ticket for the national high-quality higher vocational colleges. Jiangsu province alone has selected 22 high-level vocational colleges.

In the industrial line, the 19th CPC National Congress and the 2018 Central Document No. 1 have officially launched the National Rural Revitalization Strategy^[1,2], and proposed that decisive progress should be made in rural revitalization by 2035. Agricultural and rural modernization will be basically achieved, and the countryside will be fully revitalized by 2050.

2. Comparison and Analysis of Rural Revitalization Strategy and New Rural Construction

In October 2017, the 19th National Congress report first proposed the implementation of the rural revitalization strategy^[1] and established the 20-word general requirements: industrial prosperity, ecological livability, rural civilization, effective governance, and prosperous life, and the full deployment of the Central Document No. 1 in 2018. The rural revitalization strategy is the core strategy to solve the contradiction between the people's growing needs for a better life and the unbalanced and inadequate development in the field of agriculture, countryside and farmers. It is the general grasp of the work of agriculture, countryside and farmers in the new era.

In October 2005, the 5th Plenary Session of the 6th CPC Central Committee put forward the idea of "building a new socialist countryside" and made a comprehensive deployment in Document No. 1 of the Central Committee in 2006. It also put forward the general requirements of 20 words: production development, well-off life, rural civilization, clean village, democratic management.

Through analysis and comparison, the rural revitalization strategy is a major strategy for China's agricultural and rural development proposed by the 19th National Congress, and it is clear that the party management of the countryside is a major principle of the rural revitalization strategy. The construction of the new countryside is a five-year work planning task proposed in "The 11th

Five-Year Plan" adopted by the 5th Plenary Session of the 16th CPC Central Committee. It is not a strategy of the party and the state (See table 1).

Table 1 Strategy level analysis of rural revitalization and new rural construction

Name	Proposal time	Proposal document	Conference level	Strategic height
Rural revitalization strategy	October 2017	The 19 th National Congress Report	The 19 th National Congress	Major strategy
Socialist new rural construction	October 2005	The 11 th Five-Year Plan	The 5 th Plenary Session of the 16 th CPC Central Committee	Planning task

By comparing the rural revitalization strategy with the general requirements of new rural construction, it is found that all the contents except the rural civilization are new. Among them, the prosperity of industry is the new requirement of the level of industrial development. The next step will be to build a modern agricultural industrial system, production system and management system, and promote the integrated development of primary, secondary and tertiary industries in rural areas. Ecological livability is a new upgrade of the quality of rural ecology and human settlements. The next step will be to promote rural ecological environment management and rural planning and construction. Effective governance is the new orientation of rural governance objectives. Prosperous life is the new standard of living standards of farmers (See table 2).

Table 2 Comparison of the general requirements of rural revitalization and new rural construction

Name	Industrial aspect	Environmental aspect	Atmosphere aspect	Management aspect	Life aspect
Rural revitalization strategy	Industrial prosperity	ecological livability	rural civilization	effective governance	prosperous life
Socialist new rural construction	Production development	clean village	rural civilization	democratic management	well-off life

3. The Principle Orientation of Higher Vocational Education in Rural Revitalization Strategy

Mobile Internet and artificial intelligence have also caused subversive changes in the primary industry. If there is no principle orientation in higher vocational education, it will be difficult to meet the task requirements of the rural revitalization strategy. The development of agricultural primary, secondary and tertiary industries represented by five cities in the south of Jiangsu are highly integrated. Ecological, mechanized and intelligent agricultural production mode and moderate scale operation mode of park, farm and e-commerce have become the new characteristics of modern agriculture in the south of Jiangsu, and the blowout of "new agricultural worker, new agricultural merchant, new agricultural technology, new agricultural equipment" has appeared. The new agriculture after the transformation and upgrading has more urgent needs for "new agricultural technology, new agricultural merchant and new agricultural farmer" than ever before, and it also puts forward new requirements for how agricultural higher vocational colleges can serve the rural revitalization strategy.

The principle orientation of higher vocational education serving rural revitalization strategy: According to the demand orientation, we should make full use of our strengths and complement our weaknesses, integrate internal and external resources, deepen the integration of production and education, become the think tank for the village's revitalization and development and the base of talent delivery, provide intellectual support and cultivate talents for rural development, and build the best cooperation among provinces, cities and schools. The reason why it is positioned at the village revitalization development think tank and talent transfer base is because of the following characteristics of higher vocational colleges: The first is that most of the city and county cooperation

partners are famous undergraduate universities and colleges, and there are not many opportunities for vocational colleges; The second is that there are many years of experience in serving the countryside, in line with expectations; The third is that the talent team has a reasonable structure that can meet the actual needs of village revitalization; The fourth is the success of the 2.0 version of the Southern Jiangsu model cultivated by the new professional farmers. It is listed by the Ministry of Agriculture as the top ten typical models for the cultivation of new professional farmers in the country. ^[3]

4. Analysis of the Entry Point of Higher Vocational Colleges in Rural Revitalization

Under the guidance of the spirit of the 19th National Congress, we have entered a new era of modern vocational education system construction. Higher vocational colleges should actively adapt to the needs of the times, constantly deepen the reform of education and teaching, and explore effective ways to serve the strategy of rural revitalization. Taking Suzhou Agricultural Vocational and Technical College, which has 110 years of education history and is directly affiliated with Jiangsu Agricultural Commission as an example, the best way to serve the rural revitalization strategy is: The professional chain of higher vocational college education connects the industrial chain of rural revitalization and coordinates the implementation of rural revitalization. There are five facets to this entry point (See table 3).

Table 3 The entry point of higher vocational education in rural revitalization

Entry point	Service mode	Realistic foundation	Documents clause
Reform the talent training model	Deliver available talent	Southern Jiangsu model of new professional farmer cultivation	Article 10 th (1), (2)
Reform the way teachers serve the industry	Provide scientific and technological talent support	For agricultural services, teachers enter the enterprise to practice	Article 10 th (3), (4)
Develop policy research based on practice	Provide policy supply	Related topics and policy research	Article 9 th
Provide planning and consulting services	Provide intellectual support	Suzhou modern agriculture 13 th five-year development plan, China garden Jiangsu garden design	Article 2 nd
Develop industrial system service	Provide technical support	Professional structure, talent team and long-term accumulation of scientific and technological projects	Article 3 rd and 4 th

4.1 Entry point 1: Reform the talent training model

Article 10 (1) of the Central Document No. 1 "Opinions of the Central Committee of the Communist Party of China on Implementing the Rural Revitalization Strategy" proposes to vigorously cultivate new professional farmers. Article 10 (2) proposes to strengthen the construction of rural professional talents. On the basis of the existing 2.0 edition of the new vocational farmer cultivation model in Southern Jiangsu, the 3.0 edition of the talent cultivation model can be launched. The professional and curriculum system will be flexibly set up according to the needs of rural revitalization, and the transformation and upgrading of the talent training model will be realized in time. The key is to further promote the professional chain docking industry chain, and continuously enhance the ability to serve the rural revitalization.

4.2 Entry point 2: Reform the way teachers serve the industry

Articles 10 (3) and (4) of Document No. 1 of the Central Committee propose to give play to the supporting role of scientific and technological talents and encourage all sectors of society to participate in rural construction. We should constantly improve or even subvert the existing ways of

serving agriculture and training teachers in enterprises, and improve the management of scientific research posts. We can break the practice that does not accord with the requirement of rural revitalization and take the lead in establishing a policy system and practice sample for professional technicians to work in rural areas, do part-time jobs in agricultural enterprises below county level, and do part-time entrepreneurship in rural areas. We can let some professors and professional teachers with expertise become village cadres who go to the countryside, part-time managers in agricultural enterprises, and new farmers who start their own businesses in the countryside.

4.3 Entry point 3: Develop policy research based on practice

Article 9 of Document No. 1 of the Central Committee proposes to promote the institutional and system innovation and strengthen the institutional supply of rural revitalization. A series of special topics can be used to form a research team, taking local villages as a sample, carrying out industrial technology, policy theory, and practical case studies of rural revitalization to provide decision support, policy reserves, and policy supply for rural revitalization.

4.4 Entry point 4: Provide planning and consulting services

Article 2 of Document No. 1 of the Central Committee sets out the overall requirements for implementing the rural revitalization strategy. The team leader who successfully completed the service in the past can form an elite team, connect with all levels of government, focus on the county and village, and carry out strategic planning consultation, industrial development planning consultation, rural planning and design. It is better to leave a deficiency uncovered than to have it covered without discretion.

4.5 Entry point 5: Develop industrial system service

Articles 3 and 4 of the No. 1 Document of the Central Committee put forward that the quality of agricultural development should be improved, new drivers of rural development should be cultivated, and green development of rural areas should be promoted. In accordance with the development needs of rural agricultural industry, we can carry out service work by relying on specialty advantages, and set up characteristic service teams across professions and departments according to the industrial system. Key teams of flowers, vegetables, rice and wheat, fruit trees, facilities, leisure and sightseeing, environmental resources and rural legal services should be built according to local conditions.

5. Conclusion

At present, education reform and development of higher vocational colleges in China is faced with many new questions that must be answered. At the same time, in the process of national modernization, the countryside has experienced recession and decline. Rural revitalization is inseparable from talent support. How to cultivate agricultural talents that can be rooted in agriculture and rural areas is a major problem that must be solved at present and in the future. According to the specific requirements of the rural revitalization strategy, we must carry out supply-side structural reforms for higher vocational education, and cultivate localized new professional farmers for agriculture and rural areas to solve the major problem of "who will plant the land and how to grow the land well".^[4-6]

The integration of production and education is the only way for the development of modern vocational education under the deep transformation of industry.^[7] Higher vocational education, especially agricultural higher vocational education, has due action, has ability and has a brilliant future in the country's rural revitalization strategy. As the responsibility of agricultural higher vocational education, due action is the inevitable requirement of the construction of national high-quality professional colleges and high-level vocational colleges; The ability to do so is determined by the characteristics and advantages of the professional structure of agricultural higher vocational colleges and the persistence of the agricultural heart for many years; Having brilliant

future is a major decision-making plan for the new round of central rural work, a major strategic change in urban and rural development, and provides a golden opportunity for agricultural vocational colleges.

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