

Exploration of Higher Vocational Colleges Serving the Construction of "Green, Rich and Beautiful" Villages

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Abstract: Higher vocational colleges are participants and actors in the rural revitalization strategy, shouldering the important mission of serving the construction of "green, rich, and beautiful" rural areas. At present, there are some unresolved problems in the construction of "green, rich and beautiful" villages, such as insufficient leadership strength, labour drain, lackness of agricultural development resource, and ideological and cultural limitations. Since 2021, aiming at serving the construction of "green, rich and beautiful" villages and continuously promoting rural revitalization, Hubei water resources technical college has provided targeted assistance to Lejiachong Village in Yingshan County in Hubei province. As a higher vocational college, it has explored a practical path of "organization+talent+technology+culture" to assist in the construction of "green, rich and beautiful" villages by the means of organisational leadership and collaborative revitalisation, construction of ideological and political classroom on rural revitalisation, construction of Rural Practice Bases and talent training. In the process of assisting Lejiachong Village revitalization, it still has some areas that need urgent improvement, for instance, reinforcing the role of organisations and strengthening the enabling role of education + talent + technology.

Keywords: Higher Vocational Colleges; The Construction of "Green, Rich and Beautiful" Villages; Serving; Practice;

1. Introduction

Rural revitalization is a hot topic of the times that concerns the modernization of Chinese agriculture. Who revitalizing the countryside and how to revitalize it are major issues related to the comprehensive promotion of rural revitalization. The higher vocational college who adheres to the concept of education serving

economic and social development, is an important participant and actor in the "comprehensive promotion of rural revitalization" strategy. One of the core functions of vocational colleges is to serve the development of social and economic undertakings, including rural areas[1]. Vocational colleges play a crucial role in cultivating and training professional and technical talents in rural areas, inheriting excellent traditional culture in rural areas, etc. This is not only an inevitable requirement for vocational education to undertake the historical mission of building a modernized country, but also a manifestation of vocational education's social responsibility and commitment[2]. Guided by the development needs of the rural revitalization strategy in Hubei province and based on the professional characteristics of the school, Hubei water resources technical college has reformed the talent training program and modern rural talent training models. It has built rural practice bases, cultivated new era rural talents with "three rural issues" and "four new" characteristi, and then explored a practical path of "organization+talent+technology+culture" for higher vocational colleges to assist in the construction of "green, rich and beautiful" villages.

2. Unresolved Problems in The Construction Of "Green, Rich and Beautiful" Villages

As a major place of human production and life, the rural area is an important component of the urban and rural territorial system. In the new era, the development of the rural areas is not only related to the orderly functioning of the social economy, but also it can solves the contradictory problems of the imbalance between urban and rural development, and the inadequate development of villages and towns. So it is a key link for Chinese comprehensive construction of a modern country. At present some problems on the development of rural areas exsit in China, such as weak industrial

foundation, lagging development environment, and lack of talent and funds, which urgently need to be solved[3]. The lagging development of villages in Chinese rural areas is associated with the prevalence of the problems of unbalanced and inadequate development, and the problems of economic backwardness, social decay and cultural decline have been highlighted in some villages.

Problems are the difficulties and pain points that hinder rural revitalisation. By analysing the revitalisation process of Lejiachong Village, we find some underlying causes, for example, the weak organisational strength of the village committee, the loss of human resources and the weakening of the culture in the village, which are hiding behind the current situation of economic backwardness, social decay and cultural decline in the village. In the process of rural revitalization, some different kinds of problems of varying degrees will interact with each other and influence each other. Then they will eventually lead to the overall stagnation of rural construction. For example, the relative scarcity of natural resources in Lejiachong Village firstly leads to a large number of young adults going out to work to earn a living, and then the loss of a large number of labourers exacerbates the weakness of the village organisational strength and the lack of industrial revitalisation. Finally, stagnation in the development of industries will further lead to the loss of rural labourers. At the same time, the sluggish industrial development will also further cause the loss of rural labour force, the problem of labour force loss and the lack of resources in the countryside. Those problems are superimposed on each other, jointly leading to the lack of endogenous development power in the countryside, and the development trend of economic backwardness, social decline, and cultural decline in rural areas.

Next, we will take Lejiachong Village in Yingshan County in Hubei province for example to analyze the prominent issues worth paying attention to in the revitalization.

2.1 Insufficient Leadership Strength

The first cause is the Insufficient leadership strength. At present, the organisational strength of village committees in many rural areas is relatively weak, with insufficient organisational cohesion and influence, which make it difficult to form organisational synergies to promote

rural revitalisation, and lead to the result of stagnation in rural development[4]. For instance, there are only four members of the village committee, and the members of the village committee are generally not highly educated, with relatively insufficient organisational and coordinating skills in Lejiachong Village.

2.2 Labour Drain

The second cause is labour drain. The lack of rural talents has become one of the bottlenecks restricting rural revitalization[5]. The development of rural economy and society requires professional and skilled practical talents. But the phenomenon of massive loss of rural labour is widespread, and the shortage of human resources has become a major bottleneck restricting rural revitalization. In recent years, the problems of hollowing out and ageing in Chinese villages have become increasingly serious[6]. Taking Lejiachong Village as an example, most of the young and strong people would like going out to work all year round, only the elderly and children staying in the village. On the one hand, the massive loss of labour force directly leads to the lack of development of the village's inherent industries, such as the original rice planting method is traditional and old-fashioned, with low yields and difficulties in increasing income. The original traditional industries are withering away due to the lack of successors. On the other hand, the lack of young and strong labour increases the difficulty of transforming and developing the village economy, which make it more difficult to produce high-quality, large-scale output to support the needs of village economic development.

2.3 Lackness of Agricultural Development Resources

The third cause is lackness of enough agricultural development resource element[7]. Now there is a relative shortage of human resources, financial resources and material resources, which lead to a lack of intrinsic motivation for rural industrial revitalisation. The distribution of natural resources is extremely uneven, and the utilization rate of resource development is relatively low. The weak rural infrastructure, insufficient available funds, and insufficient driving force for sustainable industrial development are some common challenges that

currently hinder rural revitalization[8]. Taking Lejiachong Village as an example, it is located in a mountainous area with scarce natural resources, especially limited arable land. The villagers mainly rely on planting crops such as rice, tea, kiwifruit, and raising poultry and livestock in their daily lives. Due to factors such as transportation, the development of the primary industry is hindered and the development of the tertiary industry lags behind.

2.4 Ideological and Cultural Limitations

The fourth cause is ideological and cultural limitations. Due to the varying degrees of influence of traditional small-scale agricultural economic thinking, cultural development in rural areas is slow, and people's thinking is conservative, lacking in pioneering and innovative spirit, resulting in slow progress in rural revitalization work[9]. During the field interview and investigation of Lejiachong Village, the investigation team found that both village cadres and villagers had more or less the inertia of "waiting, relying, and demanding" in the period of targeted poverty alleviation. When faced with the changes in the supply of human, material, and financial elements and policy dividends in the external environment, the lack of financial investment from the higher authorities could not meet the plight of rural development needs. The stereotypical thinking inertia led them to be content with the status quo, lack of subjective initiative to look for development opportunities from their own perspective, and the revitalization of rural areas is more formalistic and slogan, lack of action, and it is difficult to make substantive progress[10].

3. The Paths of Hubei Water Resources Technical College Serving the Construction of Green, Rich and Beautiful' Village

Since 2021, Hubei water resources technical college has conducted extensive research and investigation to empower the construction of "green, rich, and beautiful" rural areas through organization led collaboration and multi-faceted resource coordination.

With e-commerce and other agricultural related majors as pilot projects, the college has reformed and explored the rural oriented talent training model of "characteristic ideological and political education for building green, rich, and beautiful rural areas, which aimed at learning

rural construction theory and professional skills, and practical rural construction internships". Those reforms focus on cultivating rural secondary and tertiary industry development talents and rural public service talents needed for rural construction.

3.1 Organisational Leadership and Collaborative Revitalisation

Starting from 2021, leaders from Hubei water resources technical college have conducted on-site investigations and research in Lejiachong Village, Jinjiapu Town, Yingshan County, to gain a deeper understanding of the current situation of rural development and the difficulties and pain points faced by rural revitalization. After multiple rounds of thorough research, Hubei Water Institute has made a decision to launch the "Participate in Rural Construction and Assist Rural Revitalization" project. On the base of investigation, the "Opinions on" Deepening the Reform of Modern Vocational Education System Construction in December 2022" has been pointed out. The focus of the education reform has quickly shifted from "education" to "industry education", with a greater emphasis on serving economic and social development. The development goal of vocational colleges is to serve and revitalize rural areas, and promote the organic integration of vocational education with the primary, secondary and tertiary industries.

Organizations are the backbone of implementing the rural revitalization strategy. Hubei water resources technical college has taken organizational construction as an important lever, integrated internal and external resources, and made detailed plans and strategies to revitalize rural areas. To revitalize Lejiachong Village, it has established a rural revitalization working group to coordinate and guide the rural revitalization work, has establish a work team stationed in the village, fully leveraged the leadership role, implemented the responsibilities of the "first secretary", carried out monthly theme day learning activities for the Lejiachong village branch, regularly held joint work meetings with the village "two committees", organized members to seriously study the documents and speeches on rural revitalization work, actively discussed ways and methods of rural revitalization work, and made every effort to promote rural revitalization work.

In addition to utilizing its own strength to assist

rural revitalization, Hubei water resources technical college also has integrated other social organizations and units to jointly promote rural revitalization work. In 2022, the college actively visited and exchanged ideas with the government, county water conservancy and lake bureau, such as Zhishun Tea Industry, Lijing Scenic Area, Hubei University Rural Revitalization Work Team and other units, and contacted Hubei Zongyuan Construction Engineering Co., Ltd., Huanggang Dongfang Engineering Survey and Design Institute, Zhihong Water Conservancy Design Institute and other units. In order to conduct research and investigation in the village, provide suggestions for improving the village living environment, develop the village economy and industrial layout, the college invited the Hubei Provincial Yangtze River Diversion Project Management Bureau to participate in guiding rural revitalization work in Lejiachong Village. It also invited experts from the Wuhan branch of Jiangsu Zhifang Company to conduct research on the mountain damaged by the Lejiachong Village quarry, and to propose an innovative solution of "ecological restoration+photovoltaic power generation".

3.2 Construction of Ideological and Political Classroom on Rural Revitalisation

The Great Ideological and Political Course is a new form of ideological and political course in the system engineering of cultivating morality and talents. It is a condensation of various ideological and political elements in the education and teaching system, a clear requirement for the whole society, and an important lever for the reform and innovation of ideological and political courses in the new era. Hubei water resources technical college has continued to promote the reform and innovation of ideological and political courses with the goal of "participating in rural construction and assisting rural revitalization". It actively promotes the construction of the "Great Ideological and Political Classroom" that integrates ideological and professional education with rural revitalization work, and has achieved certain results. The "great ideological and political classroom" of Hubei water resources technical college is based on the work practice of revitalizing Lejiachong Village in the school. For two consecutive years, the theme of the course is to serve rural revitalization. From the

perspective of vocational colleges, it has fully explored and demonstrated the specific plans and practices of our institute in effectively serving rural revitalization in terms of professionalism, talent, and technology. Using various forms of classroom teaching methods, it presents students with vivid and unique ideological and political courses. The "Creative and Enjoyable Classroom" of the ideological and political course is themed around "Rural Revitalization for Development, Smart Enlightenment for the Future, and Original Aspiration" and "Rural Revitalization Opening up a New Situation, Smart Enlightenment for Future Innovation". Through the use of situational dramas, it reproduces the scene of our school's revitalization of Lejiachong Village in Yingshan County. It also uses a "problem chain" driven "main classroom+" three-dimensional teaching model, as well as participatory, seminar, experiential and other teaching methods to stimulate the enthusiasm of teachers and students to interact and seek the path of Lejiachong Village revitalization. The practice of rural revitalization is organically combined with the theoretical teaching of ideological and political courses, making the course full of theoretical depth and practical strength. At the same time, the ideological and political courses, in the form of the same class as the professional course teachers. The professional course teachers teach the technical implementation path of rural revitalization, and the ideological and political course teachers teach the moral education knowledge of rural revitalization. The teachers cooperate to realize the internal construction of the "great ideological and political classroom" that promotes the collaborative education of ideological and political education and professional education. Now the course has not only been widely praised by teachers and students both inside and outside the school, but also attracted many vocational colleges from both inside and outside the province to come and observe and learn from.

3.3 Construction of Rural Practice Bases

Since 2021, Hubei water resources technical college has taken Lejiachong Village as the practice base of 'Participating in Rural Construction and Assisting Rural Revitalisation', organised various forms of practice teaching, and explored the practice road for higher

vocational colleges and universities to assist in revitalisation of rural talents. In the process of revitalising Lejiachong Village in Yingshan County, teachers and students have brought lots of fresh blood and vitality to the village's economic recovery, cultural construction, social construction and injected new vitality and development impetus, and promoted the positive interaction and synergistic development between higher vocational colleges and the village construction. In December 2022, Lejiachong Village was awarded as the Comprehensive Disaster Reduction Demonstration Community in Hubei Province. In January 2023, Hubei Water College was successfully selected as one of the first batch of Rural Revitalisation E-commerce Talent Cultivation Demonstration Bases and Model Schools for the Village Broadcasting Project Co-construction Units.

3.4 Talent Training

In order to comprehensively promote rural revitalisation, consolidate and expand the results of poverty alleviation, implement the responsibility of targeted assistance, Hubei water resources technical college has provided the local professional and technical personnel knowledge updating training and grass-roots cadres to enhance the actual demand for training. The trainings aim at adopting the 'order training, master teachers, teaching door-to-door' approach, through classroom teaching, case analysis, interaction, exchange and other ways to provide precise training to the participants. Through classroom teaching, case analyses, interactive exchanges and other methods, the trainings have provided orientation literacy enhancement to the participants. The trainings are closely related to the actual work, rich in content, targeted, practical and instructive. They are conducive to combining theory and practice, further clarifying the work thinking for all grassroots staff, defining the work tasks and direction of endeavour, and improving the ability of modern governance at the rural grassroots level.

4. Countermeasures and Suggestions

Hubei water resources technical college provides a path reference for higher vocational colleges to serve the construction of green, rich and beautiful villages. Taking the example of Hubei water resources technical college to revitalise Lejiachong Village, summarising the

feasible paths and methods of the institutions of higher education in assisting the revitalisation of the countryside, we put forward some countermeasures and suggestions on how to assist the revitalisation of the rural areas for higher vocational colleges to clarify the way to crack the problems of rural development, summarise the useful experience and innovative methods in the process of rural revitalisation, and grasp the rules of construction of rich and beautiful villages in the new era.

4.1 Reinforcing the Role of Organisations

Organisational construction is the basic guarantee for the revitalisation of villages. It is necessary to making full use of the power of external organisations to promote the revitalisation of grass-roots rural organisations, resolutely implement the duties of the 'first secretary', guide and carry out the monthly Lejiachong Village organization meeting, learning activities. It is responsible for regularly convening a joint working meeting with the village 'two committees', organizing all the village members to study the documents and speeches on the work of rural revitalisation, actively discussing the ways and means of rural revitalisation, consolidating and expanding the results of poverty alleviation, and pushing the work of rural revitalisation with all its strength.

4.2 Strengthening the Enabling Role of Education + Talent + Technology

Higher vocational colleges and universities are one of the functional subjects empowering rural revitalisation in the new era. Rural revitalisation depends on talents, and talent revitalisation depends on education. Higher vocational colleges and universities should drive the revitalisation of talents through organisational empowerment, provide technical talents to support the revitalisation of the countryside and the development of agriculture through science and education, and then revitalise the countryside economy, the countryside society and the countryside culture by the combined force of the revitalisation of rural talents and the revitalisation of technology, so as to jointly empower the construction of a 'green, rich and beautiful' village.

5. Conclusion

In the new era, higher vocational colleges and universities must take the initiative to ground

themselves and meet the needs of the country's modernisation and development, change their philosophy and goals of running schools, and enhance their sense of service rapidly. Based on the professional characteristics of their schools, they should continue to promote education and teaching reform and innovation, and serve the construction of green, rich and beautiful villages in many fields such as organisational construction, talent cultivation, information service, skills training, and industrial revitalisation.

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