



The Realistic Dilemmas and Optimization Paths for Promoting Comprehensive Rural Revitalization in the New Era

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Abstract

The rural revitalization strategy, as the overarching approach to work related to agriculture, rural areas and farmers, has achieved remarkable results in recent years in improving the rural living environment and rural grassroots governance. However, in some specific implementation processes, it still faces many practical difficulties that need to be urgently addressed. These mainly include: first, the implementation of policies is not in place, with "the last mile" being a bottleneck; second, the rural industrial structure is single and the value of products is not high; third, the endogenous motivation of farmers to participate in rural construction has not been fully stimulated. To further solve these problems and promote the in-depth development of the rural revitalization strategy, it is suggested to start from the following aspects: first, a supervision and evaluation mechanism for policy implementation should be established and improved. Second, the endogenous motivation of farmers should be further stimulated. Third, the development pattern of industrial clusters should be accelerated. Finally, the vitality of rural areas should be stimulated to promote the continuous income growth and prosperity of farmers.

Keywords

New Era; Rural Revitalization; Industrial Revitalization; Integration of Agriculture, Culture and Tourism

The rural revitalization strategy is a development plan for rural areas with Chinese characteristics and in line with China's reality. Rural revitalization is a concrete manifestation of practicing the Marxist idea of fairness and justice, and it is the only way to promote rural development and achieve modernization of agriculture and rural areas. The No. 1 Central Document of 2025 once again emphasized: "Accelerate the comprehensive revitalization of rural areas, and make specific institutional arrangements such as focusing on strengthening the county-level industries that enrich the people and focusing on promoting rural construction." This further provides new direction and implementation paths for promoting the comprehensive revitalization of rural areas.

1. Realistic difficulties in promoting the comprehensive revitalization of rural areas in the new era

In recent years, how to promote the comprehensive revitalization of rural areas has become a hot topic of long-term research in academia. Different scholars have expressed their own views on the realistic dilemma of rural revitalization around this theme. For example, Liu Ru and Han Dandan believe from the perspective of new quality productivity that "the insufficient transformation of rural scientific and technological innovation, the lack of new quality

agricultural talents in rural areas, and the absence of cultural inheritance mechanisms are the realistic challenges facing rural revitalization at present" (Liu Ru & Han Dandan, 2024). In addition, Yan Lianfu and Mao Lixia believe that "the urban-rural dual structure, food security crisis, and the risk of mass poverty are specific challenges to rural revitalization" (Yan Lianfu & Mao Lixia, 2023). Based on the existing research results, this paper briefly analyzes three dimensions: policy implementation, industrial development, and farmers' endogenous motivation.

1.1 Inadequate implementation and enforcement of policies

The effectiveness of the rural revitalization strategy largely depends on the implementation and enforcement of policies. In recent years, during the actual implementation process, especially in some remote rural areas far from county towns, there have been cases of inadequate implementation and enforcement of policies.

Firstly, the publicity of policies is insufficient, and the methods of publicity are too traditional and monotonous. Currently, many grassroots organizations in towns and villages still use the single and traditional method of posting announcements on village affairs bulletin boards for publicity, lacking effective utilization of modern and new communication methods such as the Internet and new media. This has led to a generally low level of understanding and comprehension of policies among farmers, especially those working outside their hometowns.

Secondly, in some towns and villages, there are cases of improper working attitudes among officials. Some officials are lazy and negligent in their work and have a lucky mentality, believing that they can avoid supervision because they are far from the county town. Finally, the use of special funds is unreasonable. In some areas, there are cases of robbing Peter to pay Paul, where special funds are misappropriated to fill other areas.

1.2 Lagging rural industrial development

Industry serves as the cornerstone of economic development, and industrial revitalization is undoubtedly the core essence of rural revitalization. However, the current situation of lagging rural industrial development has become a significant factor restricting the economic take-off of rural areas.

Firstly, the rural industrial structure is overly simplistic. For a long time, rural industries have maintained a single development model dominated by agriculture, with the second and third industries severely underdeveloped, resulting in an extremely unreasonable industrial layout.

Secondly, rural industrial development is fragmented. Due to historical factors, the rural economy still retains the characteristics of a traditional small-scale peasant economy, with small production scales, self-sufficiency, and decentralized operations, lacking a large-scale cluster operation system.

Finally, rural industries are overly traditional. In many remote areas, the traditional methods of "plowing with oxen and planting by hand" are still in use, and modern machinery and intelligent farming models have not yet been fully popularized and promoted.

1.3 The intrinsic motivation of farmers to build their villages has not been fully stimulated

Villages are rural areas with farmers as the main body. As the main force of rural revitalization, farmers' intrinsic motivation has not been fully stimulated, which has become a key bottleneck restricting the implementation of the rural revitalization strategy. Currently, in the process of promoting rural revitalization, the enthusiasm of rural residents to participate is generally low, and even dissatisfaction and resistance have emerged. I believe the main reasons are as follows:

Firstly, there is a deviation in policy understanding. Due to insufficient policy promotion and overly simplistic methods, many rural residents lack a correct understanding of the profound connotation and significant meaning of the rural revitalization strategy. They mistakenly believe that this is just an "image project" for local government departments to complete tasks and has little to do with their own interests. At the same time, they are also unaware of the determination and perseverance of the state in implementing the rural revitalization strategy.

Secondly, there is a lack of a sense of being the protagonist. For a long time, rural residents have believed that they are just ordinary people without material wealth or political power and have no way to revitalize their villages. This passive mentality of waiting, relying on, and demanding has placed farmers on the periphery of rural revitalization, transforming them from the main body to bystanders and failing to fully leverage the role of rural residents as the main force.

Finally, farmers' professional skills need to be strengthened. Due to their limited educational level and professional

skills, rural residents lack knowledge of modern agricultural technologies and management concepts. They feel powerless in the face of the new requirements of rural revitalization.

2. Optimized Paths for Promoting Comprehensive Rural Revitalization in the New Era

The academic community has also conducted in-depth discussions on how to promote the comprehensive revitalization of rural areas in the new era. Different scholars have put forward targeted suggestions from various perspectives. Chen Xuemei and Zhou Bin, two scholars, approached the issue from the perspective of the digital economy and proposed: "It is necessary to start from enhancing farmers' digital literacy and skills, and accelerating the construction of rural digital infrastructure" (Chen Xuemei & Zhou Bin, 2023). This viewpoint accurately captures the pulse of development in the digital age and provides new ideas for rural revitalization. Liu Haodong, on the other hand, starting from the perspective of new quality productivity, proposed: "New quality productivity should be used to empower rural revitalization" (Liu Haodong, 2024). This statement comprehensively and systematically outlines the multi-dimensional development paths for rural revitalization. Based on the above theoretical discussions and practical challenges, this article proposes the following optimization paths.

2.1 Establishing a supervision and assessment responsibility mechanism to promote the implementation of policies

Whether policies can be effectively implemented is crucial to the successful realization of the rural revitalization strategy and also directly affects the interests of farmers. Establishing a sound supervision system and accountability system is an important guarantee for the implementation of the rural revitalization strategy. Therefore, to address the "last mile" problem in policy implementation, it is necessary to establish a sound accountability system and supervision mechanism.

Firstly, a training and learning system for grassroots cadres should be established to correct any deviations in policy understanding. It is necessary to promote grassroots leaders to study the Party Constitution, listen to the Party, and follow the Party. Through learning and training, the comprehension, judgment, and execution abilities of grassroots leaders should be enhanced.

Secondly, a supervision and assessment mechanism should be established. The rural revitalization strategy involves multiple fields and policies. To ensure that policies are implemented without distortion or deviation and are truly implemented on the rural land, supervision is necessary to prevent issues such as project delays and misappropriation of funds. At the same time, regular special assessments of grassroots cadres should be conducted.

Finally, an accountability system should be established. An accountability and pursuit of responsibility procedure should be established, and the process system should be improved. A responsibility list should be formulated, with responsibilities assigned to individuals and departmental responsibilities clearly defined. For cadres who are lazy or negligent in their duties, they should be held accountable and included in the mid-year and year-end performance evaluations, which should be linked to job promotions and salary performance.

2.2 Further stimulate the intrinsic motivation of farmers

Adhering to the principal position of farmers is a concrete manifestation of the value concept of putting people first. As the main body of rural revitalization, farmers play a crucial role in promoting the comprehensive revitalization of rural areas. Therefore, efforts should be made to further stimulate the intrinsic motivation of farmers from the four dimensions of knowledge, emotion, will, and action.

Firstly, it is necessary to enable farmers to have a thorough understanding of rural revitalization and change their preconceived notions. Grassroots cadres should go deep among the people and carry out publicity and popularization activities through various forms such as centralized lectures, household visits, and online guidance. Use simple and understandable language to make farmers realize the necessity and importance of rural revitalization. Further, let farmers understand, identify with, and participate in rural revitalization, and contribute to it.

Secondly, it is necessary to change the farmers' fixed attitudes. Stimulate farmers' inner feelings towards their villages and hometowns, and give full play to the leading and exemplary role of local virtuous people in rural areas. Only by changing the farmers' fixed attitudes can their enthusiasm, initiative, and creativity be fully mobilized. Therefore, it is necessary to play the emotional card, touch farmers with true feelings, and move them with practical actions.

Thirdly, it is necessary to strengthen theoretical and technical training for farmers, enhance their self-confidence,

and boost their participation awareness. At the same time, farmers should be made to realize that rural areas are their main battlefield, and they are the main force in achieving rural revitalization and developing the rural economy. Therefore, to promote the comprehensive revitalization of rural areas, it is necessary to stimulate the intrinsic motivation of farmers and unite them into an organized, purposeful, and goal-oriented collective force.

Finally, it is necessary to effectively safeguard the interests of farmers and enhance their participation enthusiasm. Farmers are both builders and beneficiaries. To stimulate the intrinsic motivation of farmers, it is essential to prioritize safeguarding, realizing, and developing the interests of farmers in rural work. Farmers should have hope, motivation, and goals. Truly achieve the integration of farmers' wisdom to create rural prosperity, and enable farmers to share in the benefits of co-construction.

2.3 Stimulating rural vitality and promoting farmers' employment and income growth

For rural revitalization, it is not only necessary to have professional and high-quality talents but also various consumer groups. How to guide more people to consume in rural areas and stimulate rural development vitality is a realistic problem that rural revitalization must address.

Firstly, taking the guidance of universities and research bases to settle in rural areas as the foundation to drive rural economic development. Currently, vocational education has become a hot topic of social discussion, and the establishment of vocational colleges by private enterprises has gradually become the mainstream of social development. Expanding the scale of vocational colleges has become an inevitable trend. Therefore, rural areas should take active actions to attract universities and research institutions to settle and establish schools in rural areas. On the one hand, it can effectively attract migrant workers to return and start businesses, increasing the vitality of rural development; on the other hand, it can further promote farmers' income growth and prosperity, achieving nearby employment and entrepreneurship through forms such as rural homestays, rural inns, and rural express delivery. Thus, relying on a stable consumer market, rural economies can develop in an orderly manner.

Secondly, taking the guidance of enterprises to move to rural areas is the key to driving rural economic revitalization. Enterprises are an important pillar for the healthy development of the economy and society. Guiding enterprises to move to rural areas is an important "blood transfusion" method to change the "blood-deficient" appearance of rural areas. The guidance of enterprises to move to rural areas should be carried out in an orderly manner, gradually transferring industries, manufacturing, and logistics distribution to rural areas, promoting the integrated development of production and sales in rural areas, and building a complete industrial chain to enhance the overall strength and competitiveness of the rural economy.

Finally, taking rural tourism as an opportunity to promote the integrated development of agriculture, culture, and tourism in rural areas. We should actively carry out the excavation, development, protection, and utilization of traditional culture, promoting the high integration of rural culture and rural tourism, forming a mutually reinforcing relationship where culture drives tourism, tourism promotes agriculture, and the three develop in an integrated manner. At the same time, we should vigorously develop characteristic projects, enrich tourists' experience, and enhance the attractiveness of rural areas and tourists' participation and satisfaction by holding various cultural activities such as folk cultural performances and rural dramas.

2.4 Accelerating the formation of an industrial cluster development pattern

A thriving industry leads to a prosperous countryside; a prosperous industry is the material foundation for rural revitalization. To promote the comprehensive revitalization of rural areas, it is necessary to take industry as the breakthrough point for rural economic development and use industrial transformation and upgrading as the entry point to drive the rural economy towards modernization, scale, and diversification.

Firstly, it is necessary to promote the modernization of rural industries. The key to achieving industrial modernization lies in "people", in high-quality and highly skilled talents. To promote the comprehensive revitalization of rural areas, it is essential to rely on the valuable resource of talent. We should actively cultivate rural science and technology talents and new professional farmers. Utilize professional platforms such as universities, research institutions, and vocational colleges to enhance the agricultural technology, management concepts, and new media application skills of farmers, village committee members, and other relevant personnel. At the same time, we must adhere to the digital empowerment of rural revitalization, utilize AI technology to create smart agriculture, build smart farms, and implement AI + agriculture to enhance agricultural production efficiency.

Secondly, we need to accelerate the scale development of rural industries and create characteristic agricultural

industrial clusters. Industrial scale-up is an important means to improve industrial efficiency. The 2025 Central Document No. 1 clearly states that "we should create characteristic agricultural industrial clusters and enhance the level of agricultural industrialization." Therefore, we should promote the establishment of village collective cooperatives in rural areas, transform the small-scale farming model centered on individual farmers, optimize rural land policies, accelerate the transfer and lease of rural land, promote land equity participation and land trusteeship, and concentrate on building and developing high-standard farmland to develop a scale economy.

Finally, we should promote the diversified development of rural industries and cultivate new industries and new business forms in rural areas. We should form a trend of multiple types in one village, multiple uses for one product, and multiple forms for one type. We should extend the industrial chain, starting from multiple functions such as viewing, decoration, and consumption, to explore and expand the added value of products. We should strengthen county and township coordination, make scientific plans, avoid homogenization, simplification, and repetition, and prevent internal competition among towns, villages, and communities. We should develop characteristic advantageous industries based on the specific conditions of each village, strengthen technological innovation, and promote the transformation and upgrading of economic crops.

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