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Return: The Dilemma in the Process of Revitalizing Rural Areas

—Based on the rural field survey in Yingde

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Abstract: As a successful person in the local society, Xiangxian is the mainstay of rural social development and plays an upward role in the rural revitalization process. Xiangxian returned to the countryside with his rural complex. They invested and helped the reconstruction and development of rural society, which played an important role in this process. In the field research, it was found that the participation of Xiangxian in rural revitalization also has certain limitations. The rural people have multiple dilemmas in the process of rural revitalization, lacking policy support and guidance from local realities, leading to the dilemma of the decline of the effective participation of the township.

Keywords: Xiangxian; Rural Rejuvenation; Right to Speak

1. Introduction

There is a China in every village [1]. The problem of agricultural and rural peasants in rural development is a fundamental issue concerning the national economy and the people's livelihood. We must always regard the settlement of the "three rural issues" as the top priority of the party's work and implement the rural revitalization strategy. In a speech, General Secretary pointed out that to manage the current China, it is necessary to have an in-depth understanding of the country's existing history and traditional culture, and should also actively summarize the ancient country's governance wisdom [2]. The culture of Xiangxian is rooted in the rural society. The thought of the villagers' governance of the village depends on the guidance of the ancients' "wisdom". The traditional "cultured people manage the village" has become the historical and cultural gene of the current village. The focus of this paper is to investigate the effect of the "Xiangxian" group in helping rural revitalization and development, to reverse their difficulties in participating in the rural development process and how to change these dilemmas, so as to achieve the goal of more beneficial to rural development, further enlarge the economic, social and ecological benefits brought by the group of Xiangxian for rural development.

2. Field Investigation

In August 2019, the research team conducted a field survey in Yingde, and selected Dawei Village in Tiexi Town and Shitouzhai Village in Shakou Town as the object of field investigation. With the assistance of the local village committee and government staff, the research team

conducted on-the-spot investigations and in-depth interviews. The interviewees were the Xiangxian who went back to the countryside to invest in rural development.

2.1. Dawei village, Tiexi Town - Interview with Xiangxian

Tiexi Town is located in Lixi Town, south of Yingde. Xiangxian Z is responsible for the development of Dawei Village. He is a villager in Dawei Village. He graduated from Yingde Middle School and later developed outside the university, and his career was successful. Many years later, he returned to Tiexi Town to build a brand of "Tiexi Township" with friends.

Z said: There are only a lot of uninhabited, old and abandoned mud brick buildings left in Dawei Village. Occasionally, there are several left-behind elderly people in the village. We communicated with the villagers one after another, signed a house and land lease contract, and we tried to renovate the old houses that had been moved to the town to be converted into farmhouses. Covering a new building of two or three stories and decorating it, it only costs 20 million yuan. However, the renovation of an old-fashioned mud brick house not only retains its shape, but also reinforces its structure and decoration, so that the house has both the warmth and comfort of a modern inn and the rustic nature of a country house, but it costs more than 400,000. yuan. There is no network in the village. We spend money on wireless network coverage, design and beautify the overall environment of the village, and guide farmers to enhance farmers' confidence in leisure agriculture.

2.2. Maou village, Shakou Town - Rural interview

Maou Village is located in the east of Yingde Shakou Town. The back of the village is called "Lionou Village", also known as Lionhead Village. The lionhead village covers an area of more than 1,000 mu, and the main surname is Huang. 2017, Xiangxian

H took money back to his hometown to invest, and the villagers spontaneously set up a rural tourism cooperative with him. Huang Zhenyou used the village collective land and combined with the favorable resources of the village to develop characteristic rural tourism and build the original ecological scenic spot of Shitou Village.

H said: I am a native of the village. I have been working outside for many years. I want to do some practical things for the elderly in my hometown. I hope to create a comfortable living atmosphere for the elderly over 65 years old, which can solve their three meals a day and comfortable living. Set up a village volunteer group to care for the health and living of the elderly, so that the old people can be raised and old. This is my initial thought. However, in actual operations, it has been found that a series of activities to care for the elderly needs continuous investment, and continuous investment requires sustained income. Therefore, in order to revitalize the rural economy and build beautiful homes, I thought of using the geographical advantages of the village to develop rural tourism projects. I will first invest in the village's mountain arable land to develop into a village collective project, use the project to generate income, income for the improvement of the elderly, increase the income of the village collective and villagers, help the village develop the economy, and strengthen the village collective economy.

In the field investigations and interviews, it was found that the rural development of Yingde generally has the hometown of the township sages to actively return to the countryside for investment and construction funds. Z and H belong to the hometown of the natives, and they have deep feelings for their village.

Xiangxian Z is a model for college students to return to their hometowns. He is rooted in Dawei Village. He uses the form of leasing and plans to develop the country house to promote the village's economic development. Turning the villagers into tourist staff is a model for activating the use of hollow villages. Xiangxian H is a model for entrepreneurs to return to their hometowns to develop villages. He used village collective land, set up rural tourism cooperatives, joined the villagers to join the shares, launched the collective strength of the whole village, and invested in the construction of tourist attractions at one time, and adopted the form of collecting tickets to promote the development of the village economy.

3. The Practice Dilemma of Xiangxian in Rural Revitalization

3.1. The lack of publicity in the township culture

In the field research, it was found that the propaganda and commendation of the model of Zhuang, who contributed to rural revitalization, such as Z and H, was not enough. The lack of endogenous motivation in rural culture and the loss of local culture have led to the villagers' lack of cognition of the culture of the township, and the understanding of the culture of the township is too one-sided. At the same time, the government's lack of publicity for the outstanding sages is not conducive to attracting other returnees.

3.2. Policy support is difficult to implement

At present, the existing policies and the lack of autonomy in rural areas, the weakening of the authority of village governance, the weak sense of rule of law, and the imperfect rule of law, make it difficult for the townships to return to form a cluster of rural sages and activate the new power of rural rejuvenation. . Even the returning villagers have felt that the policy at the national level has a macro-oriented role in the process of assisting rural development, but the matching policies that specify how to develop have not yet been introduced. Xiangxian Z is most concerned about what he should do after the land lease expires, how to attract and retain high-quality talent. Xiangxian H is most concerned about who will approve the construction of tourist attractions and who will be responsible for the safety of some tourism activities. But the limited management of the town government has greatly affected their sustainability.

3.3. Follow-up talents are hard to keep up

Xiangxian returned to his hometown and devoted himself to the development of the village. He invested a lot of effort, but how to ensure the continuous supply of follow-up talents is the most worrying issue for the group. In the field interview, Xiangxian A talked about this topic more than once.

A: I graduated from a prestigious university. I am a senior executive in the company. Because I love my hometown, I went back to my hometown to start a business with four like-minded colleagues. When I first came to Dawei Village, Dawei Village was almost a hollow village. There were only a few elderly people living in the village. Most of the houses were vacant. There was no network in the village. We started from scratch. After three years of transformation, we have become a hit. Brand, which led the people in the village to get rich together. But five years have passed, and now I am left alone. My biggest concern is that I can't recruit young people to work here. The natural ecological environment here is very good, but it is relatively quiet and remote. Compared with the world of big cities, college graduates are not willing to work here. If there is no fresh blood and fashionable young people to continue, my homestay operation here will be very difficult. Now, when I am in

the tourist season, I am too busy to come. The local villagers have limited cultural quality and it is difficult to do operational management.

4. Conclusion

4.1. Create an atmosphere of Xiangxian culture

Recognize and publicize the ancestors who have actively returned to the countryside, invest in the countryside, and contribute to the rural construction. Through government behavior, online media, and self-media, let everyone know the sages and learn the sages, and establish positive positive energy. Create a culture that respects the sages.

4.2. Build a township exchange platform

According to the actual needs of local rural areas in Yingde, combined with the specialties and resource advantages of the townships, under the leadership of the party committee and government, a township exchange platform was set up to guide the townships to play a role in various fields and to build a working platform for the villagers to participate in rural revitalization.

4.3. Release the national policy rules

In accordance with the guidance of the national policy direction, the introduction of the policy rules in line with the actual development of Yingde, so that the villagers' love of the village is enthusiastically supported by the policy, and the love of the villagers is continuously trans-

formed into the driving force for rural development. The government will also change the soft and hard environment for rural revitalization, and attract rural residents to serve the rural construction and provide peace of mind to rural construction from multiple channels such as policy, environment and capital.

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