

A Study on the Innovation and Entrepreneurship System and Its Implementation Path in Guangdong Province under the Background of Rural Revitalization

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Abstract: In the traditional innovation and entrepreneurship system, the cultivation of innovative talents is mainly carried out, but the traditional talent training mode and innovation mode are relatively single, and there is a significant disconnect between learning and use, which leads to the lag of innovation and entrepreneurship service. Under the background of rural revitalization, the system of innovation and entrepreneurship also needs to be innovated and perfected according to the needs of the times and the background of the times, and to make effective use of government support. Guangdong should continue to play the leading role of economic development, and should be able to innovate the new mode and new path of rural entrepreneurial economic development.

1. Introduction

Under the background of modern innovation and entrepreneurship, entrepreneurial talent is a very important link, and the second is the key support of national innovation-driven strategy. In order to realize the scientific and technological innovation and entrepreneurship activities under the background of rural revitalization, it is necessary to build a contingent of innovative and entrepreneurial talents with excellent qualities to truly solve the practical problems of innovation and development.[1]In order to construct the whole-chain system of scientific and technological innovation and entrepreneurship, the key is to optimize the training system of scientific and technological innovation and entrepreneurship personnel, to dig deep into the core role of scientific and technological innovation and entrepreneurship personnel, to stimulate the vitality of entrepreneurs, and to construct a whole chain of scientific and technological innovation and entrepreneurship system to meet the strategy of rural revitalization.

2. Background of Rural Revitalization Strategy

In the report of the Nineteenth National Congress in 2017, the strategy of rural revitalization was emphasized, insisting on giving priority to the development of rural agricultural economy, it is necessary to construct the rural environment and economic level of ecological livability and industrial prosperity, construct a sound development mechanism of urban and rural integration and corresponding policy embodiment, and strive to realize the overall modernization of rural economy.[2]After the strategy of rural rejuvenation was put forward, our government departments began to put forward more preferential and supportive policies to support rural development. In recent years, rural and agricultural development has entered a new stage of historical development, and the strategy of rural revitalization has contributed to the development of ecological agriculture and brought new historical opportunities to the overall development of rural economy.

After the strategy of rural revitalization was put forward, many college students had the opportunity to return home to start a business, they had rich academic experience, compared with the average level of knowledge of the rural population, they had higher professional skills, more financial support, relatively broad network, and so on. Therefore, their entrepreneurship is easier to realize the integration of resources and transform the traditional agricultural economic development

model into a comprehensive modern agricultural development model which integrates life, ecology and production.[3]As the vanguard of the national economic development, the urban economic development has always been the model of the national economic development, and the development of the rural economic areas is lagging behind, so we should make full use of the successful mode of urban economic development to promote the development of the rural economic areas.[4]After the strategy of rural rejuvenation is put forward, the development of rural economy in Guangdong area must go out of a new development mode and bring new impetus to the development of rural economy through scientific and technological innovation and entrepreneurship.

3. All-chain Innovative and Entrepreneurial Talent Training

3.1. Combing Innovative and Entrepreneurial Ideas With a Global Perspective

In innovation and entrepreneurship, it is necessary to cultivate entrepreneurial talents with overall view and overall view, which is a comprehensive work involving many departments and fields. The fields and industries of innovation and entrepreneurship in rural areas are all-round, so we must have a overall view, a sense of the overall situation, and more innovative ideas. In the training of innovative entrepreneurial talents, we need to cultivate their innovative entrepreneurial ideas, and constantly improve the ability of innovation and entrepreneurship. From another point of view, the cultivation of innovative entrepreneurial talents is not only aimed at entrepreneurs such as college students, but also should cover the participation of university, government, enterprise and so on, so that they can play an important role in service, cultivation and participation, and can bring more benefits to innovative entrepreneurship.

3.2. Constructing a Diversified Innovative Talent Training Model

Colleges and universities are the important base for the cultivation of innovative and entrepreneurial talents, so we must enrich the teaching mode of college teachers, adopt the situational, interactive and other multiple teaching modes, more simulation, practice to enhance the practical ability of learners, can apply theoretical knowledge to production practice. The second is to make use of the university science and technology park to build innovative entrepreneurship base, business incubator and so on, to continue to encourage and support the courage to carry out innovation practice, let them try more innovative entrepreneurship model, so as to achieve the combination of learning and use. There should also be more communication with foreign countries, on the one hand, to exchange and attract resources, on the other hand, to be able to go abroad to learn more cutting-edge scientific and technological knowledge and innovative ideas, to broaden the vision of entrepreneurs, and to enhance their international entrepreneurial thinking. Through the construction of a variety of innovative talent, to create a sense of innovation and service capacity of the innovative entrepreneurial team.

3.3. Construction of Incubation Path for Innovative Entrepreneurial Projects

In order to train the innovative and entrepreneurial talents, we should construct the hatching path that can realize the landing of the innovative and entrepreneurial projects, not blindly put forward the idea of innovation and entrepreneurship, but also need to provide more resources and support. Mentors with innovative entrepreneurial experience and relevant professional knowledge can be invited to guide and serve, from the introduction of projects to team building, as well as the final market positioning to carry out a full range of comprehensive help. Government departments to build a good platform for innovation and entrepreneurship, through institutional invitations, road shows and other ways to obtain the help of funds and markets, relevant departments can help solve financing difficulties and other issues. can build a regional exchange and cooperation platform to achieve technology docking and industrial cooperation, and win-win through regional cooperation. It is also possible to carry out communication and exchange of projects and technologies through international exchanges, to assist in the promotion of innovative projects, to introduce advanced technology from abroad to China, and to combine local characteristics and economic characteristics

to create entrepreneurial projects and products with market development power and market competitiveness. In the process of entrepreneurship, it is necessary to face high risk, high challenge, to invest a lot of manpower, material resources and so on, in the construction of innovative entrepreneurship cultivation system and path, should not consider the benefits too much.

4. Construction of Rural Innovation and Entrepreneurship Model under the Background of Rural Revitalization Strategy

4.1. Development of Eco-Technology

In the process of rural innovation and entrepreneurship development, the first thing to solve is the problem of rural land circulation, because to achieve innovation and entrepreneurship, we must concentrate a lot of land resources, need to build ecological agriculture production, demonstration area, to be able to build and build ecological leisure rural ecological science and technology industry park. Can register ecological industry company to carry on management, operation, rational use of resources to build agricultural science and technology ecological planting demonstration function area, to create modern management concept, can set up agricultural visit and experience function area, combine with tourism vacation to realize leisure vacation function.[5]In the process of raising the level of agricultural science and technology, we should strengthen the popularization and education of agricultural science and technology knowledge, and attach importance to the dissemination of agricultural science and technology knowledge.



Figure 1 Rural eco-technology industry development

4.2. Development of Rural Tourism Industry

Rural tourism is a very important trend of tourism development at present. Rural areas have unique natural advantages, unique rural scenery and good air quality. However, the current development of rural tourism is more a spontaneous growth model, and there is no systematic and comprehensive development, but also lack of innovative entrepreneurial development. Therefore, in the process of rural innovation and entrepreneurship, we can focus on the development of rural tourism industry, should be able to highlight the characteristics and rich content of rural areas, can standardize the management of rural tourism, can achieve grade and grade of rural tourism, can provide a warm, comfortable, clean, unique and fun tourist places for urban tourists. It is necessary to design attractive rural cultural tourism and agricultural landscape according to the local characteristics of different regions, and effectively promote the development of rural tourism industry. can combine industrial development with tourism development, such as vigorously developing the flower and wood industry. It can build fart flower seedling base and realize the construction of gathering area, which can beautify the countryside, but also realize the adjustment of agricultural production structure, increase local employment and farmers' income, and promote

the development of local economy.



Figure 2 Rural trade development

4.3. Development of Rural Gold Trade Industry

In the process of rural innovation and entrepreneurship development, we can substitute modern service industry into rural development, and try to construct a financial and trade industry system in line with the development of modern rural economy. A small financial company can be built, which will not only attract some of the money into the countryside, but also speed up the rural trade industry, attract strong enterprises into the countryside to invest and produce, and promote more people to consume. The development of modern agricultural economy promotes the rural consumption demand, so we can develop the gold trade industry vigorously, so that we can constantly improve the life function of farmers and accelerate the harmonious development of rural areas.



Figure 3 Technology and agriculture development

5. Conclusion

Rural problem is our country's national strategic problem, to build a new type of rural areas, we must solve the livelihood of the people in the context of the national rural revitalization strategy. The proposal of rural revitalization strategy will bring more opportunities for rural innovation and entrepreneurship, so in the new era background, we can seize these opportunities, bring more funds, resources and knowledge back to the countryside, and explore more innovative and entrepreneurial paths. In the process of rural entrepreneurship development, we should realize the self-worth of enterprises and individuals, but also bear more social responsibilities and responsibilities, and strive

to build beautiful villages and harmonious villages.

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