

Party-building Leadership and Local Governance in Rural Revitalization: The Pivotal Role of Youth Participation and Analysis of Public Policies

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Abstract: Rural revitalization, as a core strategy for realizing the great rejuvenation of the Chinese nation, was emphasized at the Third Plenary Session of the 20th Central Committee of the Communist Party of China, holding great significance for building a new type of urban-rural relationship and promoting balanced local development. This study focuses on the process of rural revitalization, deeply analyzing the effectiveness of local governance under the leadership of Party building, the impact of public policies, and the multidimensional role of youth participation. The "return-migration" youth group has emerged as a new force in rural development; however, they face difficulties in "attraction" and "retention" due to factors such as the gap in employment expectations, entrepreneurial funding bottlenecks, and limitations in rural infrastructure. The study finds that returning youth tend to engage in entrepreneurship in policy-favorable sectors like e-commerce, motivated by policy appeals, urban pressures, perceptions of rural opportunities, and nostalgic attachments to their hometowns. To attract youth back to rural areas, it is necessary to strengthen Party-building leadership and optimize local governance: on the one hand, enhancing rural attractiveness to create "youth-friendly" villages and improving basic and public service facilities; on the other hand, establishing a diversified and collaborative public policy system to promote precise policy alignment with youth needs. Based on the four-color development strategy of "inheriting red cultural heritage, revitalizing yellow intangible cultural heritage, empowering with blue technology, and rising with green ecology," a full-chain mechanism for "attracting, nurturing, utilizing, and retaining talent" should be constructed. By relying on local culture to reshape youth roles and social networks, we can promote collaborative innovation among Party building, local governance, and public policies in the rural revitalization strategy, thereby achieving the grand goals of urban-rural integrated development and national rejuvenation.

1. Introduction

1.1. Research background

In the era of rural revitalization led by Party-building, the Third Plenary Session of the 20th Central Committee of the Communist Party of China clearly emphasized the significance of urban-rural integrated development for China's modernization, stressing the coordinated advancement of new-type industrialization, urbanization, and comprehensive rural revitalization. The aim is to narrow the urban-rural gap and promote common prosperity between urban and rural areas. This strategic decision points out the direction for rural development and highlights the central leadership role of Party-building in rural revitalization efforts. From the perspective of local governance, rural areas currently face numerous challenges. The shortage of talent is a critical weakness in rural governance, as a large number of youth are drawn to cities due to the urban siphon effect, exacerbating the phenomena of rural aging and hollowing out. Although policy coverage is extensive, it lacks precise targeting, making it difficult to meet the specific needs of college students entrepreneurs. Issues such as delayed funding disbursements, vague policy interpretations, poor inter-departmental coordination, and inadequate implementation greatly

diminish the effectiveness of policies, failing to effectively motivate youth to engage in rural revitalization and posing significant challenges to local governance. This study focuses on the youth group, particularly college students from rural backgrounds, who possess unique advantages in returning to their hometowns for employment and entrepreneurship. It explores how to guide them to actively participate in rural revitalization, which has become a key breakthrough in addressing the rural talent shortage and enhancing the level of local governance, while also providing strong support for rural revitalization led by Party-building.

1.2. Research approach

This study analyzes youth participation in rural revitalization from multiple dimensions, including policy, market, and society, aiming to delve into the roles and contributions of youth in rural revitalization. In the policy dimension, the study examines how national and local governments attract and encourage youth participation in rural revitalization by formulating and implementing preferential policies. In the market dimension, it explores how market mechanisms provide opportunities for youth to engage in rural revitalization. In the social dimension, it focuses on the influence of sociocultural factors on youth participation in rural revitalization, with native sentiment, cultural identity, and social responsibility being key motivators for youth to return to rural areas. By proposing a new model of rural attraction featuring "red," "yellow," "blue," and "green" elements, and constructing a new mechanism for youth rural employment encompassing "attraction, cultivation, utilization, and retention," this study provides a new theoretical framework for youth participation in rural revitalization. This model covers various aspects such as cultural heritage, educational enhancement, technological innovation, and ecological protection, aiming to build a comprehensive rural development strategy to attract and retain youth talent. "Red" represents rural revitalization led by Party-building, emphasizing the leading role of party organizations in rural revitalization and the exemplary role of young party members. "Yellow" signifies the inheritance of rural culture and traditions, highlighting the attractiveness of rural culture to youth. "Blue" represents the application of technological innovation in rural revitalization, emphasizing the importance of technology in enhancing the development level of rural industries. "Green" stands for ecological protection and green development, emphasizing the principle of ecological priority in rural revitalization. "Attraction" refers to attracting youth back to rural areas through policy guidance and market mechanisms. "Cultivation" emphasizes the cultivation and education of youth talent, enhancing their skills and knowledge to better adapt to the needs of rural development. "Utilization" pertains to how to fully leverage the potential and creativity of youth talent, allowing them to play a key role in rural development. "Retention" focuses on how to make youth willing to stay in rural areas long-term by improving rural living environments and providing career development opportunities.

1.3. Preliminary research findings

After in-depth research and field investigations, this report distills key conclusions regarding youth participation in rural revitalization. Youth talent, with their innovative spirit and advanced skills, have emerged as the most dynamic force in rural revitalization, injecting new vitality into rural areas. However, the uneven development between urban and rural areas has led many youth to leave rural areas and seek more opportunities in cities, exacerbating the issues of talent loss and aging in rural regions. To reverse this trend, it is essential to fundamentally change youth's stereotyped impressions of rural areas, shifting from a mindset of "turning away from agriculture" to one of "embracing agriculture." This requires policy guidance, market incentives, and social support to collectively create a rural environment that attracts young people. It is essential to enable them to recognize the potential and opportunities in rural areas, thereby encouraging the active participation of returning service-oriented elites in rural governance. This will help adjust the authoritative structure of rural governance to better align with contemporary needs [1]. Enhancing rural areas' "rainbow appeal" is crucial for this transformation, referring to their ability to attract talent and resources. This necessitates a multi-pronged approach: strengthening infrastructure construction to improve rural production and living conditions; promoting industrial upgrading and

developing unique and emerging industries to provide youth with a broad platform for entrepreneurship and employment; strengthening rural cultural construction, excavating and inheriting rural culture to enhance youth's cultural identity; and optimizing rural governance to improve governance efficiency and provide opportunities for youth to participate in rural governance. Guiding "youth return migration" is an indispensable path for rural revitalization, referring to the phenomenon of youth talent flowing back from cities to rural areas. This requires creating conditions such as providing entrepreneurial support, vocational training, and living guarantees to make youth willing to return to rural areas and find room for development. Simultaneously, through media promotion, educational guidance, and other channels, we should change society's prejudice against rural areas, enhance the image of rural areas, and make youth return migration a new trend.

1.4. Significance of the investigation

The significance of this research is primarily manifested in the following aspects, which not only provide guidance for practical rural revitalization efforts but also play a positive role in enriching and expanding the theoretical framework of rural revitalization, especially in the three key areas of Party building, local governance, and public policy analysis. Firstly, this paper expands the perspective of rural revitalization research through field investigations and data analysis. Traditionally, research on rural revitalization has mostly focused on economic development and industrial upgrading, whereas this paper extends the research scope to multiple dimensions including Party building leadership, social governance, and cultural heritage preservation. Particularly in the aspect of Party building, this paper explores how to mobilize and guide youth talent to participate in rural revitalization through Party organizations and leadership. Secondly, this paper enriches the theoretical research on youth participation in rural revitalization. In the context of local governance, it analyzes how youth can play a role in rural governance and how improving the level of rural governance can provide more participation opportunities and development spaces for youth. This paper proposes a new model of rural attractiveness consisting of "red," "yellow," "blue," and "green" dimensions, offering a new theoretical framework for youth participation in rural revitalization. Thirdly, this paper introduces new research methods for rural revitalization studies. In terms of public policy analysis, it employs various research methods such as questionnaires, in-depth interviews, and case studies, combining qualitative and quantitative analyses to comprehensively investigate the current situation, influencing factors, and path choices of youth participation in rural revitalization. By analyzing successful cases and practical insights, this paper summarizes a set of effective strategies and methods, which can serve as references for rural revitalization in other regions or countries. Especially in the areas of Party building leadership, local governance innovation, and public policy optimization, the experiences and suggestions provided in this paper hold significant reference value for achieving rural revitalization.

2. The current situation and dilemmas of youth participation in rural revitalization

2.1. Characteristics of the "return-migration" youth group

2.1.1. Key group

Urban youth, having enjoyed the conveniences and high-quality environment of city life, often find it difficult to adapt to the slower pace of rural life and the relatively scarce material conditions. In the short term, their experience of working in rural areas may not be sufficient for them to gain a profound understanding of the actual needs of rural development, let alone fully commit themselves to the cause of rural development. In contrast, youth from rural backgrounds have significant natural advantages when it comes to returning home for employment and entrepreneurship. In light of this, they should be regarded as a key group that requires focused support and safeguards in rural revitalization strategies.

2.1.2. Basic background

Table 1 Age structure and educational background

Gender & Age		Educational Attainment			
		Junior Secondary Education	Upper Secondary & Vocational Education	Tertiary Education (Bachelor's Level)	Postgraduate Studies (and Above)
Male	21 ~ 25 (23%)	10	29	66	10
	26 ~ 30 (42%)	22	54	106	25
	31 ~ 35 (35%)	24	37	70	43
Female	21 ~ 25 (22%)	15	25	54	6
	26 ~ 30 (42%)	17	43	103	24
	31 ~ 35 (36%)	25	30	79	30

This study primarily focuses on the youth group aged 26 to 30, and a total of 947 participants were surveyed based on a basic questionnaire with further inquiries, like the Table 1 said, age and education background are one of the most important factors of the question.

The questionnaire categorizes the reasons for youth choosing to return home into external and internal factors, using a combination of single-choice and multiple-choice questions. External environmental factors include market opportunities, policy support, family and friends, social environment, and school education, while internal factors encompass personality traits, interests and hobbies, personal abilities and skills, emotional attachment to their hometown, and personal reflections. These factors intertwine and ultimately jointly influence an individual's decision-making process regarding urban-rural development.

Table 2 Influence factors

Drivers of Hometown Entrepreneurship		Constituent Elements of Influencing Factors
Intrinsic Motivational Constructs	Personality Traits	Demonstrating proactive enthusiasm, psychological resilience, and innovative orientation
	Personal Interests and Hobbies	Longitudinal goal adherence with persistent engagement
	Personal Capabilities and Technical Skills	Possessing entrepreneurial competencies and venture creation capabilities
	Personal Aspirations and Life Values	Actualization of self-worth through entrepreneurial self-determination
	Cognitive Reflections and Future Vision	Cognitive openness with perceived meaningfulness and growth potential
	Regional Identity and Emotional Attachment	Strong emotional attachment driving hometown repatriation intentions
Exogenous Environmental Dynamics	Governmental Policy Frameworks	Policy incentives aligned with regional development agendas
	Kinship Networks and Social Connections	Kinship support networks and peer influence dynamics
	Socioeconomic Market Dynamics	Emerging market potential in localized industrial ecosystems
	Sociocultural Environmental Contexts	Oversupply of graduates in saturated urban labor markets
Academic Institutional Education		Entrepreneurship-focused curricula with innovation competitions

Among the internal factors, just like the Table 2, the option of personal abilities and skills has a relatively high proportion, at 92%, followed by life values and emotional attachment to their

hometown, at 87%. Other factors such as personal pursuits, interests and hobbies, and personality traits have relatively lower proportions. Among the external environmental factors, market development opportunities are the most concerned by the youth group, like Table 3, we analyzed the samples with a proportion of 95%, followed by policy support, at 91%. Among the youth aged 26 to 30, the majority choose to start their careers in the e-commerce industry when returning home, accounting for 34%, followed by wholesale and retail, at 16%. The proportions of snack economy, education industry, other industries, and agriculture, forestry, animal husbandry, and fishery are relatively lower.

Table 3 Sample analysis

Variables	Values	Sample Distribution	Willing to Return to Hometown	Not Willing to Return to Hometown
Region	Eastern	55.11%	56.42%	51.70%
	Central	36.80%	35.56%	40.05%
	Western	8.09%	8.02%	8.25%
Gender	Male	92.35%	94.13%	87.70%
	Female	7.65%	5.87%	12.30%
Age	Average	28.82	28.76	28.96
	Middle School or Below	34.45%	35.41%	31.94%
Educational Attainment	High School or Vocational School	44.96%	44.73%	45.55%
	College or Highe	20.59%	19.86%	22.51%
	Traditional Occupations	99.02%	98.95%	99.21%
Previous Occupation	New Occupations	0.98%	1.05%	0.79%
Monthly Income (CNY)	Average	5208.66	5178.29	5287.96
Government Service Needs	Average	2.12	2.11	2.14
Social Security	Yes	74.98%	73.52%	78.80%
	No	25.02%	26.48%	21.20%
Experience of Workplace Discrimination	Yes	36.63%	38.82%	30.89%
	No	63.38%	61.18%	69.11%
Perception of Social Integration	No	49.09%	43.93%	62.57%
	Yes	50.91%	56.07%	37.43%
Daily Working Hours	Average	11.18	11.28	10.9
Job Stability	Possible	53.05%	57.97%	40.18%
	Impossible	46.95%	42.03%	59.82%

2.1.3. Motivation analysis

Policies such as the "Village Official Program for University Students," the Western China Volunteer Program, and special-post teachers play a crucial role in the employment choices of rural college students. These policies have attracted a large number of talents to return to rural areas, but their short-term nature limits college students' full commitment to rural development, with some using them as a stepping stone before eventually returning to the city.

Many youth choose to return home due to a "disenchantment" with city life. The "rat race" and meaningless "internal consumption" of city life make some youth feel that their lives are being wasted, leading them to choose to return to rural areas. With the improvement of rural environments and policy support, rural areas are presenting opportunities for getting rich, boosting young people's confidence in rural areas. Local governments are creating "beautiful villages" to attract outbound youth with high-quality living environments. Rural areas are no longer symbols of poverty and backwardness but are deeply ingrained in people's minds with a new image of beauty and purity. The shaping of cultural identity alleviates the economic uncertainties faced by youth after returning

home and provides them with the motivation of "value rationality."

2.2. Challenges faced by youth participation in rural revitalization.

2.2.1. "Bringing In" Dilemma: Reflections on Rural Aging and Hollowing-Out Phenomena

Driven by the national rural revitalization strategy, local governments have introduced a series of incentive and support policies aimed at attracting university students to return to rural areas, which has played a positive role to some extent. However, while the broad coverage of these policies is encouraging, they also expose issues of generalization and lack of specificity. The effectiveness and implementation strength of these policies are often constrained by problems such as delayed funding allocations, unclear policy interpretations, poor inter-departmental coordination, and inadequate implementation. These issues weaken the actual impact of the policies, increase the uncertainty and risks for university students starting businesses, and affect their enthusiasm and confidence in contributing to rural revitalization.

Currently, rural infrastructure development in some areas still lags behind, with issues such as damaged roads, inadequate water supply, and insufficient power supply, severely impacting farmers' production and daily life. This makes rural areas resemble "isolated islands," hindering the return of youth. The decision of youth to return to their hometowns is a combination of value rationality and instrumental rationality. They not only pay attention to the employment and entrepreneurship environment but also care about the convenience of life, the stability of economic income, and opportunities for career development. Therefore, improving rural infrastructure, providing convenient living conditions, stable economic returns, and broad career development spaces are crucial for attracting youth to return to rural areas.

The maintenance and inheritance of rural social relationships rely on traditional customs and social activities, which, through practice and repetition in daily life, form a stable social structure for individuals. However, the long-term absence of rural culture in education has led to rural youth's indifference, or even contempt, for rural culture and labor. The process of urbanization has accelerated this trend, making many youth "migratory bird" temporary residents in the urban-rural cultural space. Influenced by the emerging cultural value system in cities, they find it difficult to embrace the values of rural culture, becoming "strangers" to rural development.

2.2.2. "Staying Behind" Dilemma: Exploring the Paths Why Youth Are Unwilling to Take Root in Rural Areas

Youth often encounter a gap between entrepreneurial practice and expected outcomes in their actual employment pursuits, leading some returnees to doubt their abilities and experience a decline in self-efficacy. This can easily result in a loss of confidence during the employment process, manifesting as low enthusiasm and even a passive attitude towards problems, which may cause youth employment activities to fall into a state of inefficient development.

In surveys targeting returnee youth, over half reported facing issues of entrepreneurial funding shortages, with financing avenues subject to numerous restrictions. Due to the high risks and low returns in the early stages of entrepreneurship, coupled with a lack of suitable collateral, these young people often find it difficult to obtain loans or venture capital from financial institutions. Most startup funds primarily rely on family support or personal savings, leading to a single source of funding that causes many to abandon their ventures in the initial stages due to insufficient capital.

Industrial development is not merely the accumulation of capital or the blind pursuit of popular projects; rather, it relies on local resource advantages to actively cultivate distinctive industries. When most youth return to their hometowns to start businesses, they fail to consider the long-term development of rural areas while focusing on economic benefits, and they do not fully leverage local resource advantages to develop competitive industries. As a result, many returnee entrepreneurial projects suffer from severe homogenization competition and high market saturation, which affects the sustained growth of the rural economy.

3. Typical Cases of Youth Participation in Rural Revitalization

3.1. Rural Attraction under the Leadership of Party Building: Industrial Innovation and Community Symbiosis

3.1.1. Precision Policy Focus on "Little Yellow Flowers" to Foster the Development of a "Big Industry" with Unique Characteristics

In advancing the strategy of rural revitalization, it is crucial to precisely grasp local development trends, identify growth points for characteristic industries, and implement policies effectively. Yunzhou District, Datong City, Shanxi Province, known as the "Hometown of Chinese Daylily," boasts a history of over 600 years in daylily cultivation. Faced with farmers' concerns about the lack of income in the first three years of daylily cultivation, the Yunzhou District Party Committee and Government, led by party building, implemented the "One District, One Industry, One Brand" strategy. Through measures such as financial subsidies, investment in water conservancy projects, and the introduction of water-saving technologies, they effectively addressed farmers' concerns and unleashed the potential of the daylily industry, expanding the cultivation area to 260,000 mu with an annual output value of 900 million yuan. The successful practice in Yunzhou District demonstrates the key role of local governments in rural revitalization, where scientific planning and policy support activate industrial potential and inject strong momentum into rural development.

3.1.2. Cultural Tourism Embraces Local Sentiments, Transforming "Yongquan Town" into a Haven on Earth

In the grand tapestry of rural revitalization, the inheritance of local culture and the fostering of a sense of belonging among youth occupy a pivotal position. "Yongquan Town" in Tongling, Anhui Province, stands as an outstanding example of this concept in practice. Mr. Yang Shugen, a farmer-entrepreneur, self-financed 1.5 billion yuan and meticulously crafted this masterpiece over 20 years. The town integrates tourism, leisure, and hot spring wellness, offering a rich array of vacation options including the "Twelve Scenes of Remembering Jiangnan," "Jiangnan Flavors," "Jiangnan Courtyards," and "Jiubao Hot Springs." With its deep exploration and inheritance of local culture, as well as its careful preservation and innovation of traditional lifestyles, "Yongquan Town" has achieved a splendid transformation from a dilapidated mining site to a fairyland on earth. On social platforms such as Douyin and Xiaohongshu, the town has become a hot spot, with views exceeding tens of millions, and has received praise from national media multiple times, emerging as a shining pearl in the integrated development of rural culture and tourism.

3.2. Employment Ecosystem under Local Governance Innovation: Government-Enterprise Collaboration Drives Village Initiatives, Cultural Heritage Paves the Way for a New Chapter

3.2.1. "Agricultural Guarantee Loan" Leverages Government, Enterprise, and Community Efforts to Address Funding Challenges

Under the leadership of party building, the "Agricultural Guarantee Loan" project of Shanxi Guangling Rural Commercial Bank has become a model of local governance innovation. Government departments have actively played a leading role, regarding support for youth agricultural entrepreneurship as a key task in rural revitalization. Through in-depth research on the entrepreneurial needs of youth, they have formulated a series of targeted support policies, including financial subsidies and risk compensation, aimed at reducing the financing costs and risks for young entrepreneurs and effectively addressing the issue of funding.

As a corporate entity, the bank, responding to the call of the party organization, actively fulfills its social responsibilities and has collaborated with Shanxi Agricultural Credit Financing Guarantee Co., Ltd. to launch the "Agricultural Guarantee Loan" product. Leveraging its professional financial advantages, the bank has optimized the loan process, simplified procedures, and provided low-interest loans and guarantee services to young entrepreneurs, jointly establishing a diversified investment mechanism to attract social capital investment in rural industrial development.

3.2.2. "Internet Celebrity Village" Harnesses Its Own Advantages to Create a Rural Cultural Tourism and Pastoral Dreamland

Within the framework of party building leadership and local governance, harnessing the comparative advantages of returned youth and encouraging them to develop characteristic and advantageous industries based on local resource endowments is crucial for achieving the rural revitalization strategy. Through differentiated competition and the cultivation of unique brands, the added value of products can be enhanced, market competitiveness strengthened, and consequently, the industrial chain extended to develop industries such as agricultural product processing and rural tourism, thereby increasing product added value and farmers' incomes.

The transformation of Wangxiang Valley in Shangrao, Jiangxi, is a prime example of successful practice in local governance and public policy analysis under the leadership of party building. The transition from a "hollowed-out village" to an "internet celebrity village" demonstrates how to build a rural tourism brand based on its own characteristics. According to incomplete statistics, the Wangxiang Valley scenic area has provided over 2,000 direct employment opportunities for local villagers and driven employment for more than 30,000 people in the surrounding areas, reflecting the effectiveness of local governance and public policies under the leadership of party building in promoting employment and increasing incomes.

4. Successful Experiences of Youth Participation in Rural Revitalization

4.1. Government: Policy Guidance to Enhance Rural Endogenous Strength

Precise Positioning and Institutional Layout: The "14th Five-Year Plan" emphasizes the integrated development of urban and rural areas, and the government should precisely grasp its positioning and coordinate the new urbanization and rural revitalization strategies. For example, Yunzhou District in Shanxi Province has formulated targeted policies across the entire industrial chain of the daylily industry, from cultivation to sales, forming a "spider web" policy pattern that attracts youth to return home to start businesses and injects vitality into local development [2].

Identification with and Integration of Rural Culture: In the process of urbanization, youth have become alienated from rural culture. The government should awaken youth's identification with rural culture, such as by establishing a dynamic database of outflow youth to push hometown information and integrating traditional culture with modern commercial value. For instance, Jiangxi's "Wangxian Valley" attracts youth with a "nostalgia + cultural tourism" model, achieving a win-win situation for cultural inheritance and rural development.

4.2. Enterprises: Innovation-Driven Development, Painting a Green and Intelligent Future with Efficiency

Seizing Policy Opportunities to Promote Industrial Development: The rural revitalization strategy brings policy opportunities for enterprises. Enterprises should leverage policy support to participate in rural economic activities and promote industrial development. For example, the Yunzhou District government supports the daylily industry, and enterprises should respond positively by developing specialty products into a major industry, thereby increasing value and income.

Tapping Cultural Resources to Create Cultural Tourism Projects: Enterprises should tap into and utilize rural cultural and tourism resources to create distinctive cultural tourism projects. The Wangxian Valley project, by restoring rural architecture and inheriting culture, integrates human and natural landscapes, attracting tourists and youth, and providing employment and entrepreneurship opportunities for local youth, thereby promoting rural economic development and cultural inheritance.

4.3. Society: Passion-Led Initiatives, Empowering Youth Talents with New Energy

The Power and Role of Nostalgia for the Hometown: Nostalgia for the hometown is an important driving force for youth participation in rural revitalization. Youth inject vitality into rural

development through technology application, innovation and entrepreneurship, and cultural inheritance. The JinGuiWang enterprise in Yiyang County specializes in turtle farming, driving industrial development, and its team conducts assistance activities in Guangxing Village to support rural revitalization, demonstrating youth's responsibility and commitment.

Attracting Talents to Return Home to Promote Rural Development: Society should actively attract various talents to contribute to rural revitalization. On the one hand, preferential policies should be formulated to attract talents with new ideas, new approaches, and new technologies; on the other hand, rural capabilities should be identified and their nostalgia for the hometown should be stimulated to help develop their hometowns. Nostalgia for the hometown attracts youth to take root in rural areas, enhances their sense of belonging, promotes the bidirectional flow of talents and culture, and drives rural revitalization.

5. Practical Insights from Youth Participation in Rural Revitalization

5.1. A New Stage for Transformation and Empowerment, Policy-Enabled Ecological Network: Integrating Urban and Rural Markets to Explore New Development Paths

5.1.1. Internalizing Media Across Urban and Rural Areas, Rural Culture Reshaping Youth Roles

The Importance of Identification with and Internalization of Rural Culture: In the process of urbanization, youth have become increasingly distant from rural culture. To achieve rural revitalization, it is necessary to reawaken youth's identification with rural culture. Rural culture serves as an important bridge connecting urban and rural areas, facilitating the smooth transition of youth roles between urban and rural settings, and promoting rural cultural governance and development [3].

Initiatives and Impacts of Constructing a Rural Civilization Value System: Constructing a rural civilization value system for the new era, encouraging the participation of new rural elites and village committees, eliminating harmful customs, and promoting excellent traditional culture. This helps to cultivate the foundation of rural culture, attract the return of youth talent, and lead the construction of rural civilization with the moral character and actions of youth, thereby driving rural social transformation and order reconstruction.

5.1.2. Weaving a Reshaped Social Network, Market Orientation Re-embedding Youth as Central Actors

Ways and Significance of Youth Integration into Rural Social Networks: Youth returning to rural areas leverage their "insider" status to engage in entrepreneurship and innovation, integrating into rural social networks. They adhere to the norms of local customs and establish close connections with villagers, driving the development of village industries and increasing farmers' income. By reconstructing rural social networks, they achieve a positive interaction between their personal development and rural revitalization. This transition from "interest-driven" to "cultural identity" reflects the reshaping of rural culture and life values by the returning youth. Through this process, they accomplish identity transformation, wealth accumulation, identity reconstruction, and self-actualization [4].

Paths and Effectiveness of Promoting Rural Development through Social Relationship Networks: The return of the new generation of youth to rural areas is not only in pursuit of economic income but also emphasizes sharing a stable life with their families. They utilize their social relationship networks and accumulated human capital to explore and practice in non-agricultural entrepreneurship, combining their cultural foundation and innovative thinking to open up new paths for rural revitalization and promote new approaches to rural development.

5.2. Broadening Horizons to Attract Talents, Integrating Hearts with Rural Soil for Mutual Growth: Shaping Rural Attraction to Guide Youth Return

5.2.1. "Red" Rural Attraction: The Red Capital of Yuzhang, Patriotic Sentiments

By developing red tourism and cultural industries, we can promote the coordinated development of related industries, provide employment opportunities for villagers, and achieve common prosperity. Red culture can foster consensus, strengthen spiritual strength, provide spiritual impetus for rural revitalization, offer environmental support, and boost rural revitalization.

5.2.2. "Yellow" Rural Attraction: Cultural Heritage, Shining Non-Material Cultural Heritage

Reconstructing and revitalizing rural characteristic intangible cultural heritage is an urgent need of the times for rural revitalization. It helps to excavate and inherit local folk culture, enhance the level of rural civilization, boost youth cultural confidence, and provide intrinsic spiritual impetus for rural revitalization. Yellow-themed intangible cultural heritage needs to strengthen collaboration with all sectors of society, deeply analyze its cultural connotations, develop products and promotion strategies, enrich methods of inheritance, build a comprehensive industrial chain, and create a win-win cooperation scenario.

5.2.3. "Blue" Rural Attraction: Exploring Technology, Forging New Paths

Technological innovation is the core force driving the development of modern agriculture. "Blue" injects vitality into youth returning to rural areas. Focusing on the needs of agricultural technological innovation, we should make good top-level designs, improve the talent cultivation mechanism, broaden talent selection channels, and construct a reasonable rural agricultural science and technology talent team. We should enrich the policy chain for talent team construction, implement incentive policies, optimize the growth environment, establish an evaluation mechanism, stimulate talent vitality, commend and reward those with outstanding contributions, and promote agricultural technological innovation and rural revitalization.

5.2.4. "Green" Rural Attraction: Resource Conservation, Environmentally Friendly Practices

Since the 19th National Congress of the Communist Party of China, China has attached great importance to rural ecological revitalization. A good ecological environment is the pillar of rural revitalization. Systematic measures and requirements for promoting rural green development are necessary. To achieve rural revitalization, we need to take systematic measures to promote green agricultural development, adhere to the concept of ecological civilization, explore the path of ecological revitalization and development, and realize the green modernization of agriculture, rural areas, and farmers, as well as social development. Starting from policy support, technological innovation, and other aspects, we should comprehensively promote green agriculture and paint the picture of "rural revitalization" with "green ecological civilization development" [5].

5.3. Building a Lake of Youth Talents, Unleashing Potential for a New Wave: Constructing Employment Mechanisms to Promote Talent Rooting

5.3.1. "Attract" – Establishing a New Pattern of "Mutual Prosperity" Between Talents and Localities

Strategies and Initiatives Centered on Policy Guidance as the Gravitational Force: To enhance rural attractiveness and attract talent, it is necessary to strengthen top-level design, continuously increase support, broaden the scope of services, and improve the precision of policies. Policy provisions should be optimized in various aspects such as housing security and education for talent's children, with tailored special policies formulated in close alignment with local industrial needs.

The Role and Pathways of Market Enterprises as the Overall Engine of Gravitation: To develop new forms of productive forces, it is essential to improve the rural market system, guide enterprises to invest in rural areas, introduce new technologies and management experiences, and optimize the

industrial structure. Local governments should provide support to enterprises, establish new industries, create employment opportunities and development spaces, and promote talent return and industrial upgrading.

Ways and Effects of Utilizing Rural Sentiment as Nourishing Gravitational Force: Rural areas should leverage the appealing power of cultural sentiment, excavate and promote local historical culture, hold characteristic cultural activities, and attract young people to participate and enhance their sense of belonging. Rural stories should be disseminated online to evoke talent's nostalgia for rural areas and attract them to return home [6].

5.3.2. "Nurture" – Activating a New Engine of Wisdom and Vitality Intersection

Models and Advantages of "Cultivating" through Industry-Education Integration: By closely monitoring market demand and industrial development trends, establish platforms for school-enterprise cooperation, encourage township enterprises to collaborate with institutions, and cultivate practical talents. Emphasis should be placed on aligning major settings with industrial needs and teaching processes with production processes, providing intellectual support for rural industrial development.

Initiatives and Achievements of "Cultivating" through Digital Platforms: Local governments should utilize big data, the internet, and other technologies to establish platforms, integrate skill training resources, and improve resource utilization efficiency. By collaborating with live streaming industry research institutes, cultivate high-quality talents proficient in industry and live streaming operations, drive the development of rural talent groups, and empower high-quality industrial development.

Importance and Manifestation of "Cultivating" through Financial Support: In terms of employment, priority should be given to allocating financial funds for talent, supplemented by provincial funds, to select and cultivate township talents, drive improvements in agricultural technology levels, and provide financial guarantees for rural talent cultivation.

5.3.3. "Utilize" – Creating a New Ecosystem for Win-Win Talent Growth and Local Development

Principles and Practices of Precise Talent Utilization Based on Application: Townships should comprehensively assess returned youth based on their knowledge, majors, and abilities, and guide them to contribute to local characteristic or key industries through forms such as "talent + industry," leveraging their professional advantages to promote talent growth and local industrial development.

Concept and Practices of Overcoming Prejudice and Fully Utilizing Talent: When utilizing talent, a dialectical attitude should be maintained, boldly employing individuals who have shortcomings but are overall excellent, adhering to the principle of "using people's strengths," breaking conventions by providing opportunities for trial and error, encouraging innovative thinking, fully unleashing talent potential, and injecting vitality into organizations.

5.3.4. "Retain" – Opening Up New Futures for Deep Rural Engagement and Career Development

Measures and Effects of Policy-Based Nest-Building for Retention: Local governments should provide one-stop services for youth, address entrepreneurial challenges, offer support such as industrial land and special loans, integrate departmental resources, provide financial and tax reduction services, and improve the success rate of entrepreneurship. Strengthen political guidance, develop party members, select talents for important positions, enhance their sense of honor and belonging, and encourage their participation in rural governance.

Mechanisms and Roles of Atmosphere-Based Incentive Retention: Local governments should establish a dual "material + spiritual" incentive mechanism, reward talents who make outstanding contributions to rural revitalization, improve their living standards and social status, promote role models, create a social atmosphere that respects talent, and inspire more youth to dedicate themselves to rural revitalization.

6. Conclusion and Outlook

Driven by the waves of digitization and urbanization, rural areas are undergoing historic transformations, and the employment choices of university students and young talents have become pivotal to the development of both urban and rural areas. This study delves into how to enhance the attractiveness of rural areas to young talents through party-building leadership, local governance innovation, and public policy optimization, thereby encouraging their active participation in the rural revitalization strategy. Based on an analysis of 45 samples, this report proposes a three-step strategy aimed at boosting rural appeal, fostering a youth-friendly rural employment ecosystem, and providing insights for nationwide rural revitalization efforts.

Party-building leadership is the core of rural revitalization. As contemporary college students, we should actively offer suggestions and advice to the government, by asking the government to establish a value system of rural civilization for the new era, encouraging the joint participation of new rural elites and village committees in the construction of rural civilization, and stimulating the enthusiasm of youth to engage in rural cultural governance. This necessitates starting with local cultural education, nurturing cultural foundations, reshaping the inner roles of youth, and constructing an internal driving force that prompts youth to transition from "leaving the countryside" to "returning to the countryside" [7].

Public policy analysis reveals that the market can enhance rural attractiveness and promote talent return by improving education and vocational training systems. Aligning with digital trends, leveraging modern distance education technologies, and establishing internship and training bases can narrow the educational gap between urban and rural areas, ensuring that rural youth receive skills training closely aligned with market demands and paving the way for their professional growth. At the societal level, emotional ties and cultural identity are the deep bonds that maintain the relationship between talents and rural areas. It is necessary to foster a warm family and community atmosphere, relying on youth's sense of belonging to their hometown to create a social identity of "where my heart belongs is my home," thereby attracting youth to participate in rural revitalization.

To achieve "attracting talents to build a nest," further development and construction are required. Encouraging young talents to engage in innovative practices upon returning to their hometowns, utilizing new technologies to transform traditional agriculture, developing emerging industries, and integrating digital development trends can break the bottlenecks of rural development, achieve a win-win situation between talent value and rural economy, create high-quality employment opportunities, and form a positive cycle of talent return and industrial upgrading. To ensure that youth "return" and "stay," it is necessary to jointly construct a new rural employment market from the three dimensions of government, market, and society, retain new productive forces, and inspire their sense of responsibility and enthusiasm for the long-term development of rural areas.

Advancing Chinese-style modernization necessitates comprehensively promoting "rural revitalization." Faced with the mismatch between youth talent resources and the needs of rural revitalization, as well as the issue of uncoordinated urban-rural development, it is essential to adopt comprehensive measures from a holistic perspective and through a three-dimensional lens, constructing an ecosystem that not only attracts talents but also promotes their growth and contributes to the prosperous development of rural areas. Enhancing "rural appeal" and fostering a new ecosystem for youth employment in rural areas is not only responsible for the future of youth but also strongly supports the country's long-term development blueprint. It is firmly believed that in the near future, China's urban-rural development will achieve coordinated progress, and more and more youth will devote themselves to rural construction, embarking on a new journey.

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