

# Research on the Linkage Development Strategy of Higher Vocational Education Empowering Rural Revitalization from the Perspective of "Internet +"

Qi Zou\*

Hubei Finance & Taxation College, Wuhan, 430064, China

\*Corresponding author: Moziabby99@163.com

**Abstract:** With the rapid development of information technology, "Internet +" has become a new engine to promote economic and social development. Rural revitalization is a major national strategy. Higher vocational education has ushered in new opportunities and challenges in empowering rural revitalization. Under the background of the rural revitalization strategy, as an important position for cultivating high-quality technical and skilled talents, higher vocational education should give full play to its own advantages and actively explore the linkage development strategy with rural revitalization. From the perspective of "Internet +", this study deeply analyzes the opportunities brought by "Internet +" to higher vocational education empowering rural revitalization, the significance, current situation and existing problems of higher vocational education empowering rural revitalization, and proposes to build a linkage development model of "Internet +" higher vocational education empowering rural revitalization. And from the aspects of professional setting and curriculum system reform, teaching staff construction, construction of practical teaching system, innovation and entrepreneurship education, and school-local cooperation, it expounds the specific implementation strategies of the linkage development of higher vocational education and rural revitalization, aiming to provide useful references for promoting rural revitalization. And provide theoretical support and practical guidance for higher vocational education to better serve rural revitalization.

**Keywords:** Internet +; higher vocational education; rural revitalization; linkage development

## 1. Introduction

The rural revitalization strategy is a major decision and deployment made by the 19th National Party Congress and is the general starting point for the "agriculture, rural areas and farmers" work in the new era. The goal of rural revitalization is to achieve prosperous industries, an ecologically livable environment, civilized rural customs, effective governance, and a prosperous life. Its development direction is to promote agricultural modernization, the integrated development of rural primary, secondary and tertiary industries, strengthen rural ecological environment protection, improve the degree of rural civilization, improve the rural governance system, and continuously improve the living standards of farmers. As an important part of China's higher education, higher vocational education shoulders the important mission of cultivating high-quality technical and skilled talents. As an important force in cultivating high-quality technical and skilled talents, higher vocational education plays an irreplaceable role in empowering rural revitalization. In the era of "Internet +", how to give full play to the advantages of higher vocational education, empower rural revitalization, and realize the linkage development of higher vocational education and rural revitalization is an important issue that needs to be urgently solved.

## 2. The significance of higher vocational education empowering rural revitalization from the perspective of "Internet +"

### 2.1 Provide talent support for rural revitalization

For rural revitalization, people are the key and a large number of high-quality technical and skilled talents are needed, including agricultural production and operation talents, rural secondary and tertiary industry development talents, rural public service talents, rural governance talents, agricultural and rural scientific and technological talents, etc. Higher vocational education aims at cultivating applied

and skilled talents. It has the characteristics of flexible professional settings, practical teaching content, and prominent practical teaching. According to the needs of rural revitalization, it can adjust professional settings and talent training programs to cultivate a group of high-quality technical and skilled talents who understand agriculture, love rural areas, and love farmers, and provide various professional talents for rural revitalization. Therefore, higher vocational education provides strong talent support for rural industrial development, rural governance, and rural cultural construction.<sup>[1]</sup>

## ***2.2 Provide technical support and promote rural industrial upgrading***

Higher vocational education has rich teaching resources and scientific research strength, and can provide technical support for rural revitalization and promote rural industrial upgrading. For example, by carrying out projects such as agricultural technology research and development, rural e-commerce platform construction, and rural tourism planning, technical guarantees are provided for rural industrial development. Yangling Vocational and Technical College takes the demonstration and promotion of agricultural science and technology as the starting point to help upgrade rural industries. The college has established multiple agricultural science and technology demonstration bases to demonstrate and promote advanced agricultural technologies and new varieties in rural areas. At the same time, the college also organizes expert teams to formulate industrial development plans for rural areas and guide farmers to develop characteristic agriculture and high-efficiency agriculture, promoting the diversified development of rural industries.

"Internet +" has brought new opportunities for rural industrial development. Higher vocational education can introduce advanced technologies and management experience into rural areas by carrying out activities such as industry-university-research cooperation and technical services, and promote the upgrading and transformation of rural industries. For example, in the field of agriculture, higher vocational education can cultivate new professional farmers, promote modern agricultural technologies, and improve agricultural production efficiency; in the field of rural e-commerce, cultivate e-commerce talents to promote the sales of agricultural products and the development of rural economy. Jiangsu Vocational College of Agriculture and Forestry relies on its professional advantages to carry out in-depth cooperation with surrounding villages. Teachers and students majoring in agriculture in the college provide agricultural technical guidance for rural areas, promote new planting technologies and excellent varieties, and help farmers improve crop yields and qualities. At the same time, the college has also cultivated a group of new professional farmers who understand technology and are good at management for rural areas, injecting new vitality into rural industrial revitalization. In addition, the college uses its advantages in landscape technology majors to participate in rural environmental improvement and landscape design, creating a number of beautiful rural areas that are ecologically livable.

Higher vocational education can also promote the deep integration of rural industries and the Internet by cultivating professionals in e-commerce, the Internet of Things, big data and other fields, promote rural industrial upgrading, and improve the competitiveness of rural industries. For example, Shuyang County, Suqian City, Jiangsu Province was originally a traditional agricultural county. However, with the development of the Internet, many local farmers, under the guidance of e-commerce talents cultivated by higher vocational education, have set foot in the field of e-commerce one after another, and sold Shuyang's characteristic agricultural products such as flowers and seedlings to all parts of the country and even overseas through the network. Today, Shuyang has become a nationally famous "hometown of flowers and trees", and the e-commerce industry is booming, which has greatly promoted the upgrading of local rural industries.

## ***2.3 Improve rural governance level***

Higher vocational education can cultivate professional talents in rural governance, improve the comprehensive qualities of rural cadres and farmers, and use "Internet +" technology to promote the informatization and intelligence of rural governance and improve the level of rural governance.<sup>[2]</sup>

In some villages in Xiaochang County, Hubei Province, by introducing information management professionals cultivated by higher vocational education, a digital platform for rural governance has been built. Villagers can participate in village affairs management, report problems, and understand policy information through mobile phone APPs. Village cadres can also release information, handle affairs and make decisions more efficiently, greatly improving the efficiency and transparency of rural governance.

## ***2.4 Provide cultural leadership, inherit and innovate rural culture***

Higher vocational education not only focuses on the cultivation of professional skills, but also pays attention to the improvement of humanistic qualities. Higher vocational education can inherit and innovate rural culture by carrying out rural cultural research and cultivating rural cultural talents, enrich rural cultural life, and enhance the soft power of rural culture. In some ethnic minority villages in Yunnan, with the help of higher vocational education, a group of local cultural inheritors and innovative talents have been cultivated. They use the Internet platform to promote rural culture such as ethnic handicrafts and song and dance performances to the world, which not only inherits ethnic culture but also brings economic benefits to rural areas. Another example is Hunan Arts and Crafts Vocational College, which gives full play to its professional expertise in art design to help revitalize rural culture. The college organizes teachers and students to go deep into the countryside, dig out the local traditional culture and folk customs, and carry out the design and development of cultural and creative products. By creating characteristic rural cultural brands and promoting rural tourism development, a win-win situation of cultural inheritance and economic development has been achieved.

## **3. Opportunities brought by "Internet +" to higher vocational education empowering rural revitalization**

### ***3.1 Expand educational channels***

"Internet +" breaks the time and space limitations of traditional education, so that higher vocational education can deliver high-quality educational resources to rural areas through online courses, distance education and other methods, so that rural students and farmers can receive higher vocational education anytime and anywhere, providing them with more learning opportunities and improving their own qualities and practical skills.

### ***3.2 Innovate teaching models***

With the help of Internet technology, higher vocational education can adopt new teaching models such as blended teaching and flipped classrooms to improve teaching effects and students' learning enthusiasm. At the same time, virtual simulation technology can also be used to carry out practical teaching and improve students' practical ability. These teaching models pay more attention to students' autonomous learning and practical ability cultivation, and can better meet the talent needs of rural revitalization.<sup>[3]</sup>

### ***3.3 Promote the integration of industry and education***

Internet + provides a new platform for the integration of higher vocational education and rural industries. Through the Internet platform, higher vocational education can establish closer cooperation with rural enterprises, cooperatives, etc., and realize the precise docking of talent training and industrial needs. At the same time, technology research and development and achievement transformation can also be carried out to provide technical support for rural industrial development. By building rural e-commerce platforms, agricultural science and technology innovation platforms, etc., deep integration of education and industry has been achieved, and the development of rural industries has been promoted. For example: Jinhua Polytechnic has built a rural e-commerce service platform to broaden channels for the sales of rural agricultural products. Teachers and students majoring in e-commerce in the college provide e-commerce training for farmers and help them open online stores and conduct online marketing. At the same time, the college also cooperates with rural areas to establish an agricultural product logistics and distribution system, improving the circulation efficiency of agricultural products.

### ***3.4 Promote innovation and entrepreneurship***

"Internet +" provides a broad platform and opportunity for rural innovation and entrepreneurship. Higher vocational education can cultivate students' innovation consciousness and entrepreneurial ability by carrying out innovation and entrepreneurship education, and guide students to carry out rural innovation and entrepreneurship activities by using the Internet platform to drive rural economic development.

## **4. The current situation and existing problems of higher vocational education empowering rural revitalization from the perspective of "Internet +"**

### ***4.1 Current situation***

Some higher vocational colleges have actively carried out practical activities to serve rural revitalization, such as carrying out agricultural technology training and rural e-commerce training, and have achieved certain results.

Some higher vocational colleges have cooperated with local governments and enterprises to establish rural revitalization industrial colleges and training bases, providing talent training and technical service platforms for rural revitalization.

Higher vocational education has made certain progress in the application of "Internet +" technology, such as carrying out online teaching and building smart campuses, providing technical support for empowering rural revitalization.<sup>[4]</sup>

### ***4.2 Existing problems***

#### ***4.2.1 The connection between talent training and the needs of rural revitalization is not tight***

The professional settings and talent training programs of some higher vocational colleges have not fully considered the needs of rural revitalization, resulting in a certain gap between the cultivated talents and the actual needs of rural areas.

#### ***4.2.2 Insufficient ability to serve rural revitalization***

Higher vocational education still has deficiencies in terms of teaching staff, teaching resources, and practice bases in serving rural revitalization, which affects the effect of serving rural revitalization.

#### ***4.2.3 The application level of "Internet +" technology needs to be improved***

Although higher vocational education has made certain progress in the application of "Internet +" technology, there are still deficiencies in deep integration with rural revitalization. For example, the technical application level in fields such as rural e-commerce and smart agriculture needs to be improved.

#### ***4.2.4 The linkage development mechanism is not perfect***

The linkage development of higher vocational education and rural revitalization requires the joint participation and cooperation of all parties such as the government, enterprises, and higher vocational colleges. However, at present, the linkage development mechanism is not perfect, and the communication and coordination among all parties is not smooth enough.

## **5. Linkage Development Strategies of Higher Vocational Education Empowering Rural Revitalization from the Perspective of "Internet +"**

### ***5.1 Optimize professional settings to meet the needs of rural revitalization***

Higher vocational colleges should closely focus on the needs of rural revitalization, adjust and optimize professional settings, and promote the construction of advantageous majors. Strengthen the construction of majors such as agriculture, rural e-commerce, rural tourism, rural governance, and rural finance. Strengthen the construction of curriculum systems and integrate the content of rural revitalization into curriculum teaching to improve students' awareness and ability of rural revitalization.<sup>[5]</sup>

Establish a professional dynamic adjustment mechanism. According to the changes and needs of rural industrial development, timely adjust professional settings and talent training programs to ensure that talent training is closely connected with the needs of rural revitalization.

### ***5.2 Strengthen the construction of teaching staff and improve the ability to serve rural revitalization***

Higher vocational education should strengthen the construction of teaching staff and introduce and cultivate a group of teachers with practical experience and professional skills in rural revitalization. By

introducing part-time teachers with rural industrial backgrounds such as agricultural experts and enterprise technical backbones, enrich the teaching staff. At the same time, encourage teachers to go to rural enterprises and rural cooperatives for temporary positions to improve their practical abilities.

Strengthen teacher training, improve teachers' professional levels and practical abilities, and enhance teachers' teaching levels and abilities to serve rural revitalization. Organize teachers to participate in special training on rural revitalization and "Internet +" technology training to update teachers' knowledge structures and teaching methods. Encourage teachers to go deep into rural enterprises and agricultural cooperatives to carry out practical exercises, understand the needs of rural industrial development, and improve their abilities to serve rural revitalization.

### ***5.3 Deepen the integration of industry and education and build a platform for serving rural revitalization***

Higher vocational education should actively strengthen cooperation with local governments and enterprises and establish rural revitalization industrial colleges and training bases. Through industrial colleges, realize the docking of majors and industries, the docking of curriculum content and vocational standards, and the docking of teaching processes and production processes. Jointly carry out technology research and development, talent training, project cooperation, etc., promote the integration of industry and education, promote the development of rural industries, and cultivate high-quality technical and skilled talents for rural revitalization.<sup>[6-8]</sup>

Carry out industry-university-research cooperation and promote the transformation of scientific and technological achievements. Higher vocational colleges should actively cooperate with enterprises and scientific research institutions to carry out research and development of key technologies for rural industries and the transformation of scientific and technological achievements, and provide technical support for the upgrading of rural industries. At the same time, strengthen innovation and entrepreneurship education and encourage students to return to their hometowns to start businesses and inject new vitality into rural revitalization.

### ***5.4 Promote "Internet +" education and improve the quality of talent training***

Higher vocational education should strengthen information construction and promote the deep integration of education and teaching and information technology. Strengthen the construction of "Internet +" teaching resources. Develop and build online course platforms and virtual simulation training platforms suitable for the needs of rural revitalization, expand educational resources, provide students with diversified learning resources, and improve teaching quality. At the same time, strengthen network connections with rural areas to provide convenient educational services for rural residents.

Carry out reform of "Internet +" teaching models. Adopt teaching models such as online and offline blended teaching and flipped classrooms to improve teaching effects and students' learning enthusiasm. Cultivate students' "Internet +" innovation ability. Through activities such as innovation and entrepreneurship education and discipline competitions, cultivate students' innovation consciousness and innovation ability, and cultivate innovative talents for rural revitalization.

### ***5.5 Strengthen cultural inheritance and innovation and provide cultural support for rural revitalization***

Higher vocational education should strengthen rural cultural inheritance and innovation, and carry out activities such as rural cultural research and rural cultural creative design. Dig out rural cultural resources, create rural cultural brands, and provide cultural support for rural revitalization. At the same time, strengthen the construction of rural spiritual civilization and improve the cultural quality and civilization level of rural residents.

### ***5.6 Improve the linkage development mechanism and form a joint force***

Establish a linkage development mechanism with the participation of multiple parties such as the government, enterprises, and higher vocational colleges. Clarify the responsibilities and tasks of all parties, strengthen communication and coordination, and form a joint force.<sup>[9-11]</sup>

Increase policy support. The government should introduce relevant policies to support higher vocational colleges in serving rural revitalization, such as giving financial subsidies and tax incentives.

Establish an incentive mechanism. Commend and reward higher vocational colleges, teachers and students who perform outstandingly in serving rural revitalization to stimulate the enthusiasm and initiative of all parties.

## Conclusion

From the perspective of "Internet +", higher vocational education empowering rural revitalization has important practical significance. Through strategies such as optimizing professional settings, strengthening the construction of teaching staff, deepening the integration of industry and education, promoting "Internet +" education, and improving the linkage development mechanism, the ability of higher vocational education to serve rural revitalization can be effectively improved and the linkage development of higher vocational education and rural revitalization can be realized. In the future development, higher vocational colleges should actively explore and innovate, continuously improve the models and mechanisms for serving rural revitalization, and make greater contributions to the implementation of the rural revitalization strategy.

## Fund Project

This article is the research result of the funded project of Hubei Finance & Taxation College : "Research on the Linkage Development Strategy of Higher Vocational Education Empowering Rural Revitalization from the Perspective of 'Internet +" (Project Number: 2022A05).

## References

- [1]Chongqing Daily. (2019, January 9). Promote coordinated development of urban and rural areas and regions through multiple efforts. Chongqing Daily, edition 005..
- [2]The Open University of China. (2020, August 30). Method, device and system for creating a credit bank for vocational education based on blockchain [CN202010904161.9].
- [3]Yuan Ding, & Hu Chongyi. (2023, November 15). Exploration of "Internet +" background red "cloud tourism" helping rural revitalization. Man Travel.
- [4]Baidu Baijiahao. (2022, January 1). Rural revitalization · Solving problems | Three questions about the problems encountered by "cooperatives led by Party organizations".
- [5]Shaanxi Daily. (2023, July 17). Optimize vocational education in the integrated promotion of education, science and technology and talents. Shaanxi Daily, edition 09.
- [6]Guo Feng, Chen Qirong, & Tang Qiao. (2018, October 1). Research on industrial selection issues of rural complex under the background of rural revitalization strategy. National Postdoctoral Forum on Rural Revitalization and Targeted Poverty Alleviation.
- [7][Guangming Forum] Digital transformation promotes the revitalization of rural education. CPC News Network, 2023.
- [8][Promote 6 integration models and create new momentum for rural revitalization]. National Development and Reform Commission, 2022.
- [9]Opinions of the Central Committee of the Communist Party of China and the State Council on Doing a Good Job in Key Tasks for Comprehensively Promoting Rural Revitalization in 2023. Chinese government website, 2023
- [10]Li Zhenlu, & Shu Jianhua. (2018, November 15). Strengthen the construction of professional clusters and serve the rural revitalization strategy - Exploration and practice of professional cluster construction in agricultural higher vocational colleges. 2018 Academic Annual Conference of Jiangsu Higher Education Association.
- [11]Qian Jun, & Wang Tingjun. (2019, January 1). Research on college students' rural entrepreneurship under the perspective of rural revitalization strategy. Education and Vocation.