



Assist the Rural Revitalization of Yantai City: Promote the Cultural Brand Construction of Xiaojia Village, Fushan District, Yantai City

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Abstract: The rural revitalization strategy proposed at the 19th National Congress of the Communist Party of China (CPC) is based on the fact that the CPC Central Committee with General Secretary Xi Jinping at its core has acted with the overall cause of the Party and the country in mind, grasped the laws governing modernization and the changing nature of urban-rural relations, responded to the aspirations of hundreds of millions of rural residents for a better life, and made major decisions and plans on agriculture, rural areas and farmers. It is a major historical task of securing a decisive victory in finishing building a moderately prosperous society in all respects and building a modern socialist country in all respects. It is the overall focus of our work related to agriculture, rural areas and farmers in the new era. In this paper, xiaojia Village, Fushan District, Yantai city as an example, through vigorously developing characteristic industries; We will promote agricultural restructuring, accelerate rural infrastructure development, and shore up weak links in agriculture and rural areas. Supporting the development of rural tourism and ecotourism; Strengthen the construction of rural ecological environment; Create a good environment for the development of scientific and technological talents, and provide support for agricultural science and technology and human resources; We will deepen the construction of spiritual civilization in rural areas and improve the quality of farmers and the level of social civilization in rural areas.

Keywords: Rural Revitalization, Xiaojia Village, Cultural Brand Construction

1. Introduction

In his report to the 19th CPC National Congress on Oct 18, 2017, General Secretary Xi Jinping has proposed a rural revitalization strategy. As we all know, national economy and people's livelihood are related to agriculture, rural areas and farmers. Therefore, how to solve the problems concerning agriculture, rural areas and farmers is the top priority of the work of the whole Party and the people, and the implementation of the rural revitalization strategy is imminent.

On January 2, 2018, the CPC Central Committee released the No. 1 document of the CPC Central Committee and The State Council on implementing the Rural Revitalization Strategies. On March 5 of the same year, Premier Li Keqiang mentioned in the government work report that we will

vigorously implement the rural revitalization strategies. On May 31, the Political Bureau of the Communist Party of China Tobacco Held a meeting to review the National Strategic Plan for Rural revitalization (2018-2022). In September 2018, the CPC Central Committee and The State Council issued the Strategic Plan for Rural Revitalization (2018-2022), requiring all regions and departments to earnestly implement it in light of actual conditions.

Strategy of rejuvenating the country planning (2018-2022) "on the" SAN nong "xi general secretary work important discourse as a guide, according to the prosperous industry, ecological livable, local custom civilization, effective governance, life wealthy general requirements, phased plan to implement the strategy of rejuvenating the country, were clear to build a well-off society in an all-round way in 2020 and 2022 the party's goals and tasks of 20 large, refined solid

work priorities and policy measures, the deployment of major projects, major projects, major operations, to ensure that the country revitalization strategy to carry out the ground, a total of 11 chapter article 37, it is an important basis for guiding all regions and departments to promote rural revitalization in a classified and orderly manner.

According to the Strategic Plan for Rural revitalization (2018-2022), an institutional framework and policy system for rural revitalization should be basically formed by 2020, and ideas and measures for rural revitalization should be established in all regions and departments to achieve the goal of building a moderately prosperous society in all respects. The institutional framework and policy system for rural revitalization should be improved by 2022. We will continue to explore and develop a number of models and experiences of rural revitalization with their own characteristics, so as to achieve initial results in rural revitalization. By 2035, progress will be made in rural revitalization and development, and agriculture and rural areas will be basically modernized. By 2050, rural vitalization will be revitalized in all areas, and "agriculture will be strong, rural areas beautiful, and farmers prosperous" will be realized in all areas.

Implementing the rural revitalization strategy is an inevitable choice to achieve common prosperity for all people. Whether agriculture is strong, rural areas are beautiful, and rural residents are prosperous has a bearing on the sense of gain, happiness, and security of hundreds of millions of rural residents, and on building a moderately prosperous society in all respects. Prosperity is fundamental to rural revitalization. We will implement the rural vitalization strategy, expand channels for increasing farmers' incomes, comprehensively improve rural working and living conditions, and promote social equity and justice. This will help improve farmers' well-being, enable hundreds of millions of farmers to achieve common prosperity, and create a mighty force to build China into a great modern socialist country.

2. Cultural Brand Construction Scheme of Xiaojia Village, Fushan District, Yantai City

2.1. Research Purpose

Industrial prosperity is the prerequisite to solve all rural problems. The villages and towns in Fushan District have rich and diverse industries. The rise and improvement of agricultural products processing industry, rural characteristic industry, leisure agriculture and rural emerging services can increase farmers' income. Through the improvement of rural entrepreneurial environment, positive results have been achieved for rural development.

The development of rural modernization is an important step to develop rural industries, not only to upgrade technology and equipment, but also to innovate the business model, the development of a business system that keeps pace

with The Times. By improving the environment for innovation and entrepreneurship in rural areas, farmers' income and employment rate will be increased. Withdraw characteristic rural industry to the whole country, and create brand.

2.2. The Research Status

With the development of economy, the governments and people of all countries attach importance to rural revitalization, and different countries adopt different strategies to develop rural revitalization.

2.2.1. Domestic Research Status

After the rural revitalization strategy was put forward in the 19th National Congress of the Communist Party of China, local governments generally attach importance to agriculture, rural areas and farmers, and the implementation of rural revitalization strategy has a good macro environment. [1] Local governments have made solving problems related to agriculture, rural areas and farmers the top priority in all their work, and made solid progress in agricultural modernization, building beautiful villages, and agricultural supply-side structural reform. Cultural revitalization, as an important part of rural revitalization, runs through the whole process of rural revitalization and provides spiritual support and cultural nourishment for rural revitalization. The project is expected to create a unique cultural brand of Xiaojia Village and realize rural revitalization. [2]

Current, rural industry development faces rare opportunity. The main reason is that the policy driving force has been strengthened. We adhered to the principle of giving priority to the development of agriculture and rural areas, accelerated the implementation of the rural vitalization strategy, and concentrated more resources and factors of production in rural areas. We improved rural information networks and other infrastructure through new infrastructure, accelerated the process of integrated urban-rural development, improved the environment for rural industrial development, strengthened market forces, and accelerated the upgrading of the consumption structure. The consumption demand of urban and rural residents is personalized, diversified and high-quality. Leisure and tourism, health and wellness consumption is gradually becoming a trend. There is a huge market space for rural industry development, and the driving force of technology is strengthened. Biotechnology and artificial intelligence are widely used in agriculture. 5G, cloud computing, the Internet of things and blockchain are interconnected with agriculture. New industries, new forms of business and new models are emerging, leading the transformation and upgrading of rural industries.

2.2.2. Foreign Research Status

Nowadays, in the process of industrial modernization, rural population outflow and rural economic recession are common problems. Villages all over the world are trying to explore their own development models in the process of development. The UK is committed to developing "market

towns", the US is committed to developing "eco-villages", [3] and Japan is committed to developing "one village, [4] one product". Each country develops its own countryside in different ways. This will undoubtedly provide a good reference for China's rural revitalization.

2.2.3. Research Status of Yantai

In recent years, Yantai conscientiously implements the Jinping general secretary "to build rural revitalization of the Qilu model" of the important instructions, innovation promotes village party branch LingBan cooperatives, party politics, organization and cooperative economic superiority, the initiative depth, ascends in organization to promote rural prosperity, solving the weak branch, collective poor reality problems such as failure, the crowd scattered, industry. So far, 3,045 village party branches have taken charge of cooperatives, accounting for 48.2 percent of the total number of villages, resulting in an increase of 390 million yuan in collective income and 500 million yuan in mass income. Relevant experience has been awarded as "China's Top Ten Models of Innovation in Agriculture, Rural areas and Farmers". It has entered the classroom of National Organization Cadre Academy and Provincial Party School for 6 times, and has been published in People's Daily and Qiushi. 18,000 people from all over the country have come to study and study in tobacco industry.

In 2018, Yantai city established the Yantai Rural Revitalization College, adhering to the training concept of "pragmatic, effective and efficient" and the principle of "understanding, learning and applying", focusing on the industry revitalization, talent revitalization, cultural revitalization, ecological revitalization, organizational revitalization, Party spirit education and teaching nearly 70 excellent courses. Gaoling Town, located in Muping District, Yantai city, under the leadership of the local government, has walked out of a rural revitalization road with its own characteristics. Gaoling town focuses on the revitalization of industry and promotes 5 revitalization projects as a whole. In industrial revitalization, vigorously develop a variety of agricultural products, the construction of different types of greenhouses. In talent revitalization, with Hunan Agricultural University, Yantai University, Ludong University cooperation. In terms of ecological revitalization, we will build projects to transform barren beaches and upgrade villages. In the revitalization of the organization, build the party to lead the atmosphere of common prosperity. In terms of cultural revitalization, we will carry out the activity of sending operas to the countryside to improve our spiritual outlook.

3. Development Problems and Countermeasures of Xiaojia Village, Fushan District, Yantai City

Through field visits, we came to Xiaojia Village, Menlou Town, Fushan District, Yantai City. Xiaojia village is located

in the mountainous area in the south of Menlou Town. The village is roughly in the shape of "V" shape, with a total area of 1.8 square kilometers, 1100 acres of cultivated land and more than 2800 acres of mountains. The village currently has a total of 368 households and a population of 924, which is a medium-sized village.

In 2009, 2010 and 2018, Xiaojia Village was awarded the title of "Safe Fushan Advanced Village" by Fushan District Committee and District government respectively. In 2010, it was awarded the title of "Civilized Village" by the District Committee and Government; In 2013, it was awarded the second prize of "Advanced Village" by the District Committee and The District Government. In 2019, it was awarded the title of "Civilized Village of Yantai".

Thoroughly implement the party's spirit of 19 major to Xi Jinping, the Chinese characteristic socialism as the instruction, according to the nineteenth session of five all the deployment, the priority development of agriculture and rural areas, promoting rural revitalization, insisting that solve "three rural issues" as a top priority for the whole party work, taking the path of rural revitalization of socialism with Chinese characteristics, fully implement the strategy of rejuvenating the country, strengthen the agricultural industry and city township, promote mutually promote of workers and peasants, urban and rural complementary and coordinated development and common prosperity of the new urban and rural relationship of workers and peasants, speed up the agricultural modernization in the countryside. According to the prosperous industry, ecological livable, local custom civilization, effective governance, life wealthy general requirements, as a whole to promote rural economic construction, political construction, cultural construction, social construction and ecological civilization construction and party building, continuously promoting the modernization of rural governance system and management ability, for the comprehensive implementation country revitalization of lay the foundation.

4. The Problems of Xiaojia Village, Fushan District, Yantai City Development

- (1) Xiaojia Village focuses on agricultural production and relies heavily on nature. It attracts investment from enterprises, brings advanced science and technology, and uses scientific and technological progress to transform and develop high-quality agriculture.
- (2) There are idle resources in Xiaojia Village, and 6 greenhouses have not been rented.
- (3) There are no perfect measures to build characteristic cultural brands.
- (4) Xiaojia Village has no leading enterprises of its own.
- (5) Serious outflow of talents.

5. Research Methods and Technical Route

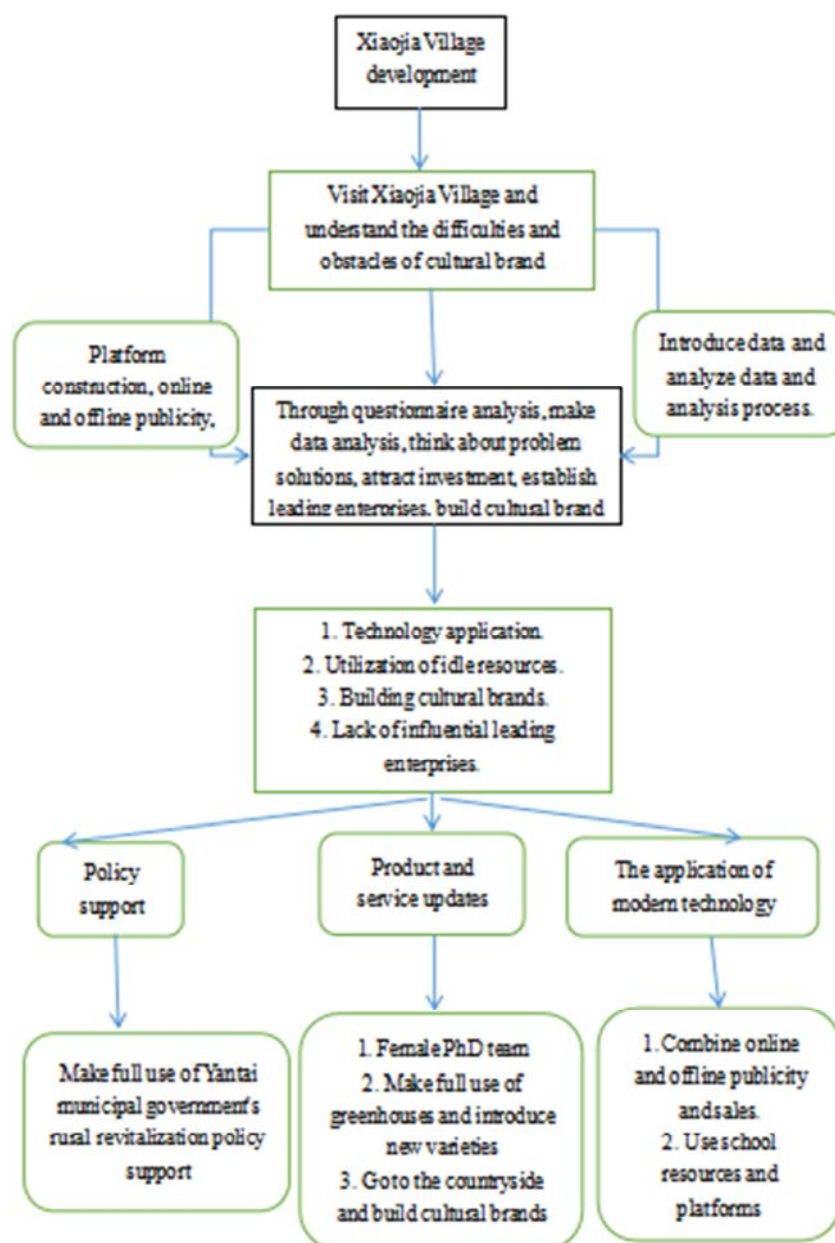


Figure 1. Revitalize Xiaojia Village technology route.

6. Research Innovation Related to the Problem

In terms of policies, we should make full use of the government's policies for rural revitalization, let more resources flow into rural areas, and improve the construction of infrastructure such as information network in rural areas. [5]

In terms of products and services, let the industry meet today's consumer demand, try to meet consumers' demand for diversified, high-quality goods and services, so that leisure and health preservation as the theme of the project to enrich people's life. [6]

In terms of technology, the revitalization of rural areas cannot be separated from the support of high-tech products and technologies. The application of biotechnology, artificial intelligence, 5G, cloud computing, Internet of Things and blockchain can upgrade the construction of rural areas. [7, 8]

(1) Help to develop female doctor teams to go to the countryside and make use of idle resources.

Xiaojia village with the help of fushan District women's Federation female doctor team to the countryside "send technology, send technology" service platform, and the villagers signed an agreement, doctor team regularly technical guidance, provide technical support, to create a collection of picking, leisure in one of the tourism area. [9]

(2) Introduce university resources and enrich greenhouse

planting varieties.

In recent years, Xiaojia Village in the development of fruit production and new ideas, concentrated in the construction of high-standard fruit and vegetable greenhouse planting strawberry, dragon fruit, passion fruit, watermelon, Dutch sweet apricot and other characteristic fruit and cherry seedlings, set for xiaojia village industrial structure adjustment played a demonstration role. [10]

(3) Go to the countryside with culture, develop cultural tourism and build cultural brands.

To give play to the countryside, to send books to the countryside, the calligraphy and painting photographic works to the countryside, delivering movies to the countryside as well as the public training in grass-roots, and into the community, into the school and other activities, at the same time continue to carry out the government purchase of public cultural services, demand oriented, fully considering the performance and the performance group will, establish a management mechanism, elect full rich rural culture activities. [11]

(4) Adopt online and offline multi-channel publicity.

The project adopts both online and offline publicity. Online publicity is carried out through the public accounts of Xiaojia village and the school, QQ, Trill and other platforms to expand the influence of Xiaojia village's featured products and make the cultural brand of Xiaojia village deeply popular. The popularity of Wechat, Trill and other Internet platforms is more conducive to the promotion of high-quality agricultural products and characteristic products in the village, and more conducive to creating a "cultural card". [12]

(5) Cooperate with the school to give full play to the resources of students in the school and Xiaojia Village. [13]

The project will hold creative packaging competition, encourage students to participate in the design of agricultural products packaging, brand logo and so on according to the unique culture of Xiaojia Village. The project will set up a stall at school, fixed-point experiment, observe and perfect follow-up development, continuous improvement in the stalls selling XiaoJia Village specialty (cherry, strawberry, apricot, etc.) at the same time, the propaganda XiaoJia Village eco-tourism, painter village, attract more people to visit tourism, attract more traffic, to get more investment, obtain more development opportunities, create a variety of development means to coexist country revitalization. [14]

(6) The university provides convenient platform and rich experience.

In today's society, people are more willing to help others and devote themselves to socialist construction, but there is no credible direct and simple platform, and this project provides a platform. Our school has excellent teachers and students, which can provide relevant technical support and high-quality platform for villagers to get rid of poverty. Our school has carried out many related activities, with rich experience, engaging in this project will be easier and more familiar. The school of Business Administration of our school launched the activities of "three trips to the

countryside" during the summer vacation. Liu Haijun volunteered to serve as the first secretary of the village dispatched by the province twice. The project is also implemented in accordance with the national rural revitalization policy. [15]

7. Conclusion

To implement the party's 19, the central economic work conference, the central rural work conference spirit and the government work report requirements, described as a good strategic blueprint, strengthen the planning guide, scientific and orderly promote rural industry, talent, culture, ecology, and organization, XiaoJia Village from the support of national policy and the construction of infrastructure; To provide consumers with a variety of high-quality goods and services; In terms of technology, the use of advanced artificial intelligence and Internet of things to upgrade the construction of rural areas; We will introduce high-level talents, revitalize idle resources, cooperate with universities and research institutes, and encourage young people to participate in all aspects of product design and sales to add color to rural revitalization.

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