

# Research on the Development Path of Delisting Impoverished Villages under the Background of Rural Revitalization Strategy

## -- Based on the Investigation of F Village in S County

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### Abstract

As a poverty-stricken village, F village in S County was once a key national poverty alleviation target. In order to get rid of the development dilemma, F village based on its own development advantages, scientifically planned the road to poverty alleviation, and realized the integrated development path from poverty alleviation to prosperity. It is found that F village promotes the industrial development of the village by sending capital to the countryside, actively promotes the participation of enterprises in rural construction, and then provides basic frontier conditions for rural development. Adhere to the concept of green development to ensure the sustainable development of the countryside in the future; Encourage the villagers to participate in the governance of the village, to provide diverse resources for rural construction; We will make farmers the main body of rural governance and improve the system of rural self-governance.

### Keywords

Rural Revitalization; Poor Villages; Development Path.

### 1. The Introduction of Problem

The Fifth Plenary Session of the 19th Central Committee of the Party proposed for the first time to "achieve the effective connection between consolidating and expanding the achievements of poverty alleviation and rural revitalization." This means that the focus of our country's "three rural" work will be a historic shift. The report to the Party's 20th National Congress also pointed out: "We must comprehensively promote rural revitalization, adhere to the priority of agriculture and rural development, and consolidate and expand the achievements of poverty alleviation." It can be seen that how to realize the smooth connection between the listed poor villages and the rural revitalization strategy is an important research topic. Based on this, it has a certain degree of practical significance to study and summarize the quality experience of poverty alleviation achievements in poor villages, sort out the development path of rural industries, and provide valuable ideas and inspiration for the comprehensive revitalization of rural areas.

As a poverty-stricken village in the north Anhui plain, F village in S County is a national key poverty alleviation object. In order to get rid of the development dilemma, F village based on its own development advantages, scientifically planned the road to poverty alleviation, and realized the integrated development path from poverty alleviation to prosperity, and now actively explored how to consolidate and expand the achievements of poverty alleviation with the effective connection of rural revitalization, which has a certain typical. Since October 2021, the author has visited the village for several times and conducted field research on F village by using case study method to understand the revitalization path of F village and explore its practical effects in five aspects of "prosperous industry, livable ecology, civilized village style,

effective governance, and prosperous life" in the revitalization. And from the policy, capital, governance and other factors of the revitalization of poor village development path and experience methods[1].

## 2. Case Introduction

F Village is located in the northwest of Y Town, S County, Anhui Province. It is the most remote village-level administrative village. The original F village was named after a lake in the village. In April 2008, the two villages were merged into F village, and the general Party branch was set up, with five branches, namely: village Party branch 25 people, aquaculture Party branch 17 people, elderly Party branch 23 people, the first branch 30 people, the second party branch 37 people. The total number of members is 132. As of October 2021, the village has a total of 12 groups of villagers, 538 households, 2,571 people, and an area of 3,344 mu of cultivated land. Because the village is low-lying and the end of the east wind branch canal, due to frequent drought and flood disasters for many years, it is a poverty-stricken village and a key poverty-alleviation village at the county and town levels. Over the years, special funds have been allocated to help build roads, houses and embankments. Now the conditions have been greatly improved, the majority of the masses live in two-story buildings and brick structure houses, and the living standard has also been improved year by year. At the same time, F village relies on its own unique green ecological resources and red tourism resources, with the help of strong external forces, vigorously develop rural tourism, promote the transformation and upgrading of rural industry with tourism, and realize the perfect transformation of F village from a poor village to a beautiful village. F village has fertile fields, clear lake water, rich green resources, thick red resources, profound cultural heritage, and great development potential of tourism resources. In recent years, the leading industry of the whole village has gradually changed from the original traditional planting industry to rural tourism, and is now gradually developing to the direction of "prosperous industry, ecological livable, rural style civilization, effective governance, and rich life". Combining the current beautiful rural development and ecological tourism development, and giving full play to its own advantages, F village strives to make it a beautiful rural area to become a new business card in northern Anhui.

## 3. F Village Revitalization Path Exploration and Practice

F Village used to be a famous key poverty village in S County, and the villagers of this village mainly rely on migrant workers to make a living, which is a veritable "hollow village". In order to enable the people to get rid of poverty as soon as possible, the two village committees of F Village led the villagers to work together to eradicate poverty in the village. F village adheres to the guidance of party building and green drive, and strives to practice the development concept of "green water and green mountains are gold hills and silver mountains". Based on ecological agriculture, F Village achieves a high degree of integration with rural tourism, attracting a large number of tourists to visit and play, and F Village has undergone tremendous changes, and has been approved as a provincial beautiful village project. And the title of "Anhui Forest Village in 2021" in Anhui Province. Nowadays, F village is busy with traffic, tap water goes directly to the villagers' homes, and the villages are connected in all directions, and F village has achieved poverty alleviation as a whole and developed into a civilized and beautiful village in the province.

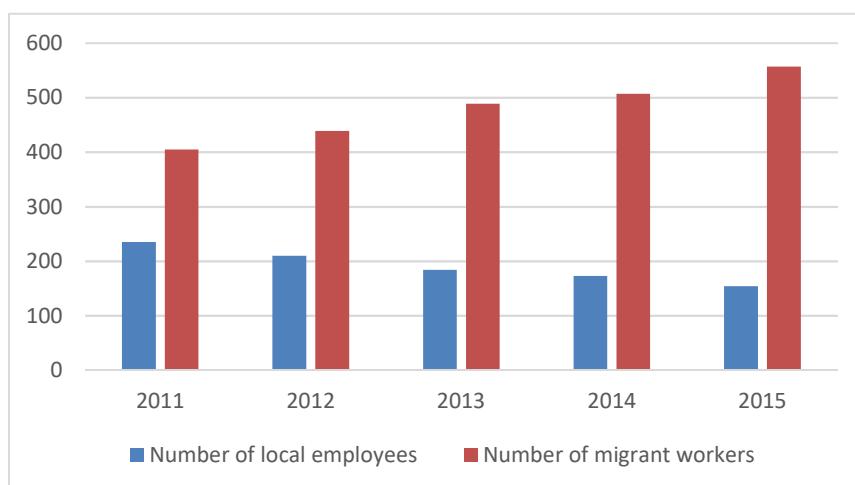
### 3.1. Evolution of the Revitalization Path of F Village

F Village used to be a famous poverty-stricken village in S County of Anhui Province and a key national poverty alleviation target. With backward economic development, a large number of young and middle-aged labor forces were transferred and migrated for work, while most of the

villagers who stayed in the village lived a poor life, and their basic living needs were difficult to be effectively guaranteed, which went against the original intention of revitalizing the countryside and making the people rich. In order to get rid of the predicament of backward rural development and enable people to live a happy life as soon as possible, with the strong support of the targeted poverty alleviation policy, the village two committees, after many discussions and research, began to explore a new path of rural tourism together with local companies, which not only realized the development of the village collective, but also increased the income of the people. Moreover, the great changes in the countryside have also prompted many migrant workers in the village to return to their hometown to start businesses, and they have set up farmhouses and homestays around their homes, so that F village has renewed vitality and vitality. After realizing the development path of poverty alleviation to prosperity integration, F Village is not satisfied with the current achievements, but to consolidate and expand the results of poverty alleviation and effective connection with rural revitalization to launch a series of active exploration.

### 3.2. Poverty Alleviation Phase (2011-2020)

F village is a collection of plains, lakes and mountains. It used to be a famous key poverty-stricken village in H province. It has no collective income all year round, and the rural development is backward. The main labor force in the village is mainly middle-aged and elderly people between 45 and 75 years old, and the young and middle-aged labor force is seriously lacking and hollowing out is serious. The infrastructure in the village is backward, and the roads in the village are mainly dirt roads and stone roads. There are no street lights and no public toilets in the village, and the living environment is very poor. Garbage piles up and weeds grow. Even tap water can only be connected to a small number of villagers' homes, and most villagers rely on their own Wells for daily water use, and their basic water needs cannot be effectively guaranteed. In terms of economic structure, F village is mainly based on the traditional small-scale peasant economy, self-sufficiency, a single source of income, and a small part of aquaculture and aquaculture, but the scale is small. A large number of villagers go out to work, mainly young and middle-aged labor force, a large outflow of labor force in the village "no one to farm", "field wasteland" phenomenon is serious. In addition, a large number of young and middle-aged workers are far away from home, and most of the people left in the countryside are the elderly and young children, and the "996138" army has become the main force of labor in the village, and social problems are frequent. The labor transfer situation of F village from 2011 to 2015 is shown in Figure 1.



**Figure 1.** Labor transfer in F Village (2011-2015)

F village "village two committees" realized the importance of getting rid of poverty and realizing rural development, coupled with the implementation of precise poverty alleviation policies, they tried to promote rural progress by changing the traditional development path, encouraging villagers to return home and invest, and vigorously developing characteristic industries. With the support of enterprise capital investment in the countryside and relevant policies, F village has continuously stimulated the inherent vitality of rural development and achieved poverty alleviation.

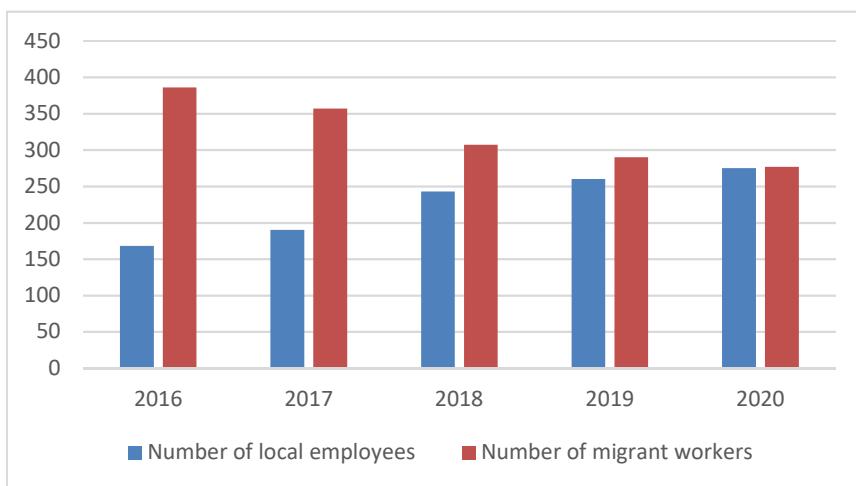
In terms of policy, the state gives certain policy and financial support to poor villages to help them get rid of poverty and get rich. During this period, the state encouraged colleges and universities to increase their efforts to help poor villages and give full play to the functions of colleges and universities in serving society. F village makes full use of the external force of colleges and universities to provide talents and technical support for rural construction. Relying on its own development advantages, under the scientific planning of professionals, F village fully taps rural characteristics of tourism resources, and carries out the construction of L town tourism signs to form a "one village, one product" industrial development pattern. Driven by rural tourism, F village has realized the leapfrog development of the countryside.

The development of F village is also inseparable from the return of villagers to invest. In the face of the backward development of the village, Mr. S, who has been working abroad for many years, returns to his hometown with the wealth he has accumulated, bringing capital to the development of F village. By founding S Company, he plans to make full use of the unique green ecological resources in his hometown, vigorously develop the rural tourism and leisure industry, and lead the villagers to get rid of poverty and become well-off. S Company not only helps villagers get rid of poverty and get rich, but also actively participates in all aspects of rural construction and has made a series of fruitful explorations. Specifically, in terms of industrial development, F village actively cultivates and develops advantageous agriculture and characteristic industries in line with its own reality. Through practice and exploration, develop rural characteristic tourism, realize village collective development, and increase people's income and get rich. F village forest is rich in fishery resources, fertile fields, clear rivers, backed by the first Party flag of the Communist Party of Anhui Memorial Park, Revolutionary martyrs cemetery and other tourist attractions, great development potential. Under this condition, F village based on its own development advantages, planning a scientific development path, changing the old path of traditional planting in the past, exploring a new path of rural tourism, and investing in the construction of a three-dimensional breeding base of 80 mu, effectively driving the growth of collective income in the village. In order to solve the problem of entrepreneurship and employment, the scenic spot gives full play to its own role to help the villagers achieve employment at their doorstep. Villagers either set up guesthouse and farmhouse around the scenic spot, or go to work in the scenic spot, attracting a total of more than 80 villagers. The annual per capita net income of villagers has also increased from less than 3,000 yuan in 2013 to more than 20,000 yuan at present (the survey data is up to October 2021), and the living standards of villagers have been greatly improved. The original migrant workers have also returned to their hometown employment, F village appeared a "return home fever" phenomenon.

In terms of public services, with the support of national policies, the two committees of F Village together with S Company provide policy and economic support for the infrastructure construction of F village. Through the "village to village", the road is built in F village, and the road surface of the tourist road is hardened to ensure that the villagers can travel easily. In addition, the state also carried out a comprehensive transformation of the village power grid, and also upgraded the village tap water to meet the daily water needs of the villagers. In 2018, in the construction of Anhui Province's beautiful Livable village demonstration project carried out in F Village, the functions of infrastructure construction such as water, road and electricity

have been improved, and domestic waste has been harmless and recyclable. The whole village garbage classification is covered, and a perfect village cleaning system is established to keep the village environment beautiful and clean; In terms of the living environment of the villagers, the village has built public toilets and carried out "three reform" campaigns on toilets, kitchens and pig pens to ensure that these facilities are clean and clean. At the same time, F village has also established corresponding sewage and pollution control facilities to ensure that no waste water is discharged into the river and pollute the environment; In terms of village appearance, F Village is based on the local vernacular customs and historical heritage, while retaining the local architectural style, the facade of 131 civilian houses on both sides of the tourist highway has been renovated, and the rural appearance has taken on a new look.

The labor transfer situation in F village has changed significantly compared with that before 2015. According to its own development reality, F village has chosen a road suitable for the current rural development, vigorously develop rural industries, and attract talents to "return" and devote themselves to rural construction. Since 2016, the number of migrant workers in F village has shown a decreasing trend in general (as shown in Figure 2), and has gradually been basically equal to the number of employed workers in the village. Even in 2021, the number of employed workers in F village has exceeded the number of migrant workers, which indicates that F village has achieved remarkable poverty alleviation results and made great achievements in rural development, resulting in many migrant workers returning to their hometown to start businesses. The villagers realized the beautiful vision of starting businesses and employment in their doorsteps.



**Figure 2.** Labor transfer in F Village (2016-2020)

To sum up, the development of F village at this stage mainly relies on the investment of enterprise capital to the countryside, and gives full play to the effective power of capital to promote the perfect transformation of F village from poverty to poverty alleviation. While bringing capital to the development of F village, S enterprise coincides with the implementation of the targeted poverty alleviation policy, and the state gradually increases its support for F village, sending village work teams, especially colleges and universities, into the village to provide talent support for the development of F village. Under the strong support of relevant national policies and the settlement of enterprise capital, F village has now formed a good situation of tripartite cooperation between village enterprises and schools. It can be said that the development of F village is inseparable from the friendly cooperation of the three parties. The development of F village has effectively stimulated the enthusiasm of the villagers to work and produce, and the initiative of the villagers to participate in the management of the village's affairs has also been continuously enhanced.

### 3.3. Development and Revitalization Stage (2020-Present)

After the whole village is lifted out of poverty in 2020, F village is not satisfied with the current achievements, but has made long-term plans for rural development, and has realized the effective connection from poverty alleviation to prosperity. It should not only consolidate the achievements of poverty alleviation, but also work hard to realize the comprehensive revitalization of rural areas, so that more villagers can enjoy the results of development. Under the guidance of S Company, under the correct leadership of the "Village two committees", F Village, which is dominated by the tourism industry and agricultural and sideline products, has specially hired a professional organization to formulate a cultural tourism town construction and tourism development plan for F village. Ultimately, it is necessary to promote the overall development of the whole village, lead more people to achieve employment and entrepreneurship at their doorstep, and make the villagers of the village live happier. In the stage of poverty alleviation, F village can only ensure that all villagers are out of poverty, but in order to make their lives better, it is necessary to make new plans and arrangements for rural development, so that more people can enjoy the convenience brought by rural development. The establishment of the scenic spot enables the villagers around the scenic spot to set up farmhouse and B&B, and realize the desire of employment and entrepreneurship at their doorsteps. The living standards of the villagers have been significantly improved. However, since F village is formed by a group of several natural villages, the remote village group can enjoy less welfare and facility construction assistance, and there is still a large space for development. To this end, next, F village is mainly to explore how to help more villagers achieve wealth, so that more people can stay at home to start businesses and employment, so the "village two committees" will cooperate with S Company to increase the planning of the entire village area. Although it is still in the initial stage of development, it is believed that relying on the accumulated experience and scientific and reasonable planning, F village will surely make greater progress in the future and realize the comprehensive revitalization of the village.

## 4. Research on the Practical Effect of the Revitalization Path of F Village

Under the active efforts of the two village committees and the joint support of two powerful external forces, enterprises and universities, F village makes full use of its unique green ecological resources, vigorously develops modern leisure tourism, explores rural characteristics tourism, and leads the villagers to get rid of poverty and become well-off, and F village also realizes the perfect transformation from the original poor and backward poor village to the beautiful and happy new countryside. F village presents a vibrant scene, the whole village business orderly development, the villagers' lives have undergone earth-shaking changes.

### 4.1. An Industrial Pattern of "One Main and Multiple Auxiliary" has Taken Shape

Industry, as the core of development, is the fundamental way for poor areas to get rid of poverty. Only the revitalization of the industry can further achieve the steady growth of the villagers' income and promote the smooth development of all aspects of rural construction. With the settlement of the university work team in the village and the investment of the village enterprises in the countryside, the village two committees make full use of the joint role of internal and external forces, adhere to the guidance of party building, firmly the development concept of "green water and green mountains are gold and silver mountains", vigorously develop ecological agriculture and green economy, and achieve a high degree of integration with rural tourism on the basis of ecological agriculture. Effectively drive the development of the village catering, fruits and vegetables, special snacks and other related industries, B&B, farmhouse also ushered in the development of "new opportunities", the village has undergone

tremendous changes; Driven by the industrial development pattern dominated by rural tourism, villages, enterprises and schools have joined forces to develop industries such as modern aquaculture, apiculture, aquatic products, mushroom farming, and three-dimensional farming base construction. Among them, the mushroom base and three-dimensional breeding base are village-level projects, which is particularly important to promote the optimization of the industrial structure of F village and the increasingly diversified industrial development; In addition, in order to help the villagers increase employment channels, broaden employment directions, and strive to improve their own skills, the village committee held a farmer training meeting to teach farmers production experience, and the new industry of professional farmers began to gradually enter the field of vision of farmers. The emergence of professional farmers alleviates the phenomenon of brain drain. With the deepening of agricultural structural reform, the requirements for farmers are getting higher and higher in the new era. In order to improve the current situation of low quality of farmers, F village through the establishment of farmer schools to teach farmers in real time new technology and new experience. According to the changes in the needs of different groups at different levels of rural revitalization, classified training will gradually create a team of talents who love agriculture, understand technology and can operate, and inject fresh vitality into rural revitalization. This series of measures makes F village gradually phase out the traditional agriculture that is not compatible with the development level of productivity, vigorously develop modern agriculture, and the industrial pattern has initially taken shape.

#### **4.2. Steady Progress has been Made in Building Beautiful Rural Areas**

In recent years, with the concept of "beautiful China" and the continuous promotion of the beautiful village construction policy, the village two committees have always adhered to the ecological bottom line, vigorously strengthened the village environment improvement and human settlement environment management, and the village ecological environment has been protected to the maximum extent: the village environment is good, no straw and garbage incineration phenomenon, fresh air and clear lake water; The road has no muddy potholes and the road surface is flat. The surface water constitution of the main river sections and lakes in the village has met the requirements corresponding to the local environmental functional areas, and the discharge of domestic wastewater and domestic garbage has achieved zero environmental pollution, and the ecological environment has been effectively treated and protected. In the practice of beautiful village construction, F village turned idle resources into effective production factors, and turned the sleeping "green mountains and rivers" in the village into real gold and silver mountains. This practice not only effectively improved the local environment and landscape, but also promoted the development of rural ecotourism culture, reflected the cultural value of F village, and created a unique brand belonging to F village people. It has promoted the continuous increase of the employment rate and income of the villagers in this village, and has walked out of a unique and beautiful rural construction and development road, and many gratifying changes have taken place in F Village, and won the title of "Forest Village" in H Province in 2021. The specific practices in the practice activities of beautiful village construction in Village F are shown in Table 1.

F village actively responded to the call and promotion of the country in helping the construction of socialist new rural areas, fully carried out beautiful rural building and tourism development activities, concentrated on strengthening infrastructure construction, improving related supporting services, and developing characteristic tourism culture according to local conditions, and the whole village presented a new atmosphere.

**Table 1.** Specific practices in the practice of beautiful village construction in Village F

Project Type	Project Name
road engineering	Road hardening, road greening, installation of street lights
river channel project	Slope protection repair, river bank repair
bridge engineering	Bridge restoration
environmental protection engineering	Adding garbage points and garbage trucks
Industrial construction	Setting up breeding base
Living facilities construction	Tap water renovation, rural toilet renovation
educational engineering	Offering vocational and industrial training courses
Cultural project	building cultural squares and cultural corridors

#### 4.3. The "Simple Civilization" Good Rural Style Continued to Strengthen

We should advocate the new fashion of civilization, actively cultivate and practice the core socialist values, effectively curb outdated and bad habits, establish a diligent, thrifty, civilized and healthy way of life, constantly improve the overall level of spiritual civilization construction in rural areas, and constantly accelerate the process of rural civilization construction. In recent years, F village has vigorously carried out civilization construction and promoted social security harmony and stability. The educational atmosphere is created in the whole village through the forms of village rules and conventions, civilization construction, village-wise culture, rule of law culture and rule of virtue culture. By carrying out the "good mother-in-law, good daughter-in-law" and "the most beautiful villainer" awards and commendations, promoting the formation of a harmonious environment of filial piety and loving relatives, upward kindness, loving family and patriotism; By carrying out a series of cultural and sports sports such as square dance, basketball, badminton and sports meeting, we can unite people and promote the spiritual civilization construction of villagers.

In addition, F Village also built cultural places and supporting basic sports equipment for the villagers of the village, constantly enriching the villagers' amateur cultural life, so that the villagers not only improved materially, but also significantly improved in the spiritual level.

#### 4.4. The Level of "Harmonious and Stable" Governance has been Continuously Improved

The level of governance affects rural revitalization. Recently, F village has continuously increased the intensity of rural governance, and the management level and service level have been improved. F village has village rules and covenants to restrict the daily behavior of all villagers, urge all villagers to develop good behavior habits, and actively participate in the construction of beautiful villages. In addition, F village is open to the village affairs, so that villagers can timely understand the important decisions made by the village, promote information disclosure, and improve the transparency of policies. F village has established various incentive measures to improve the sense of participation and enthusiasm of the villagers, so as to encourage the villagers to participate in the daily management of F village to a greater extent; By giving the decision-making power to the villagers, we can give full play to the collective wisdom of the masses and focus on the needs of the masses. Generally speaking, the enthusiasm of villagers in F village to participate in rural governance is generally improved. In recent years, the phenomenon of migrant workers in F village is relatively common, but with the gradual popularization of smart phones and new media in rural life, such villagers can actively participate in the management of local affairs when they go out, which effectively

improves the autonomy and level of F village villagers. Anything that involves the vital interests of the villagers, F village will pay attention to listening to the opinions and voices of the masses, and will respond to the opinions and puzzles of the villagers in a relatively short time, and solve the problems reflected by the masses in a timely manner. In addition, F village will regularly popularize legal knowledge to villagers and promote the construction of a village ruled by law. In the process of propagating daily legal knowledge, the basic legal knowledge closest to the actual life of the villagers will be given priority, so that the villagers of F village can establish a good sense of studying, knowing, understanding and abiding by the law in their daily life.

## 5. Experience Reference

### 5.1. Promote Capital Investment and Create Rural Characteristic Industries

Capital is an important force to promote rural revitalization, and plays a soil role in the cultivation of rural industries. In order to realize the long-term development of rural areas, it is necessary for the state to encourage capital investment, leverage rural development, make use of the unique resource advantages of rural areas, adapt to local conditions, create rural characteristic industries, and achieve sustainable development. The foundation of rural revitalization is industrial revitalization. However, one of the biggest problems facing China's rural areas is the lack of rural industry development, and some villages even have no industry needed for their own development. The lack of industry, easy to cause the outflow of labor in the village, "hollowing out" phenomenon is serious, but also make rural governance face many difficulties and challenges and a series of chain reactions. Therefore, vigorously promoting the development of the vast rural areas has become an important starting point for governments at all levels to promote the rural revitalization strategy[2]. The development of industry depends on capital investment. Due to the backward rural economic conditions, there is a lack of capital accumulation required for rural development. Therefore, it is necessary to rely on enterprise investment to provide capital support for rural development. The settlement of enterprises can add vitality to rural development, promote the active participation of enterprises in rural construction, and then provide basic prerequisites and conditions for rural development.

### 5.2. Adhere to Green Development and Seek Common Ecological Livable Rural Areas

Green development is the only way of rural revitalization, which is related to the sustainability of rural development. Ecological livable is the inevitable requirement of rural revitalization, which affects the quality of villagers' lives. Seeking a livable rural ecology and adhering to green and sustainable development are long-term principles that must be adhered to in rural revitalization. Adhering to green development means revitalizing rural industries with ecology and protecting the rural living environment [3]. Under the guidance of the concept of green development, to revitalize rural industries, we need to give full play to the advantages of rural ecological resources, make use of the function of rural green Treasury, and cultivate sustainable development of ecological industries for rural areas, including the cultivation of rural tourism, modern agriculture and light handicraft industry. These ecological industries take root in the rural ecology, achieve zero pollution and pollution-free, do not break the original rural landscape, scientific and reasonable use of their own resources, and achieve the organic unity of environmental protection and economic development, which is also the in-depth practice of the two Mountains theory and green development concept. The development of ecological rural industry is conducive to promoting the rapid development of rural economy and protecting the living environment that villagers have relied on for survival [4]. Adhere to green development, and create the beauty of life with pastoral poetry. The concept of adhering to green development expresses that the countryside should be full of natural and beautiful atmosphere,

adhere to the beautiful countryside and economic development, and adhere to the idyllic poetry and modern life convenience. People can enjoy a quality material life without losing the pastoral beauty of their homes. Green ecology has become a gold nugget, which can drive the rural economy and make the countryside rich. Support rural construction, support rural infrastructure investment, including rural toilets, living squares and sewage pipes, so as to make life more convenient; Protect the ecological environment, plant trees, and create the beauty of rural life.

### **5.3. Encourage “Xiangxian” to Return to Their Hometowns and Inherit Traditional Rural Culture**

“Xiangxian” refers to outstanding individuals who come from rural areas and are seen as role models and successful figures in various fields. They embody positive social values, uphold socialist ideals, promote excellent traditional Chinese virtues, and play a helpful role in rural governance. It is necessary to support and encourage the return of these “Xiangxian” from outside their hometowns, using familial bonds, genuine concern, and enthusiasm to call them back to contribute to their hometowns[5].

The return of “Xiangxian” also promotes rural culture by serving as practitioners, inheritors, and developers. Encouraging their return allows them to lead others in the village and inspire them with their achievements. With their reputation, wisdom, and status, they can improve rural governance systems and promote harmonious and civilized development. Additionally, their character, virtues, and spirit can inspire positive energy and cultivate a new atmosphere of sincerity and commitment in the countryside.

The return of “Xiangxian” is beneficial for injecting new vitality into rural culture through their moral integrity. It ensures that rural cultural needs are met and recognized by villagers. Therefore, encouraging the return of “Xiangxian” is essential for preserving traditional rural culture, filling gaps in rural governance systems, rallying people's support, and igniting enthusiasm for building their hometowns. When people thrive, so does the countryside. Recognizing the significance of “Xiangxian” as valuable rural resources and prioritizing their encouragement will unleash their talents, promote rural culture, and drive rural revitalization.

### **5.4. Adhering to the Status of Farmers as the Main Body and Improving the Level of Rural Governance.**

Rural revitalization cannot be achieved solely by the government and officials; it requires the active participation of all villagers and the collective efforts of officials and the masses. Even with well-designed policies and substantial capital investment, rural areas will ultimately decline if individuals do not put in their own effort. Therefore, within the institutional framework of building beautiful rural areas and throughout the implementation of rural revitalization, it is essential to gradually establish incentive mechanisms that further stimulate the enthusiasm and initiative of villagers to participate in local affairs and collectively create truly beautiful rural areas. Currently, there is a lack of farmer subjectivity in the implementation of rural revitalization in our country, with low enthusiasm and initiative among farmers in managing local affairs, low awareness, and a lack of individual action.

The key to rural revitalization lies in putting people at the center and upholding the status of farmers as the main body, fully mobilizing their enthusiasm and creativity to participate in rural revitalization[6], and enabling them to make their due contributions in this fertile land. Under the overall environment of the implementation of the rural revitalization strategy, a series of rural revitalization measures have led to different degrees of development in rural areas, with evident increase in employment opportunities for farmers and increasingly diversified ways and means of participating in rural construction. The active participation of farmers is a necessary condition for substantial progress in rural revitalization. Therefore, it is important

to enhance farmers' understanding of their subjectivity, safeguard their rights as the main body, and continuously improve their capacity. In terms of cultivating farmers' subjectivity, particular attention should be paid to improving the mechanisms for expressing farmers' aspirations.

Rural revitalization relies on the collective participation of all villagers. To achieve this, it is essential to fully protect the subjectivity of farmers and consider their interests. The key is to ensure the well-being of those living in rural areas, increase their sense of happiness and fulfillment, and cultivate the status of farmers as the main body. This not only helps to safeguard farmers' rights to actively participate in local affairs but also enhances their sense of involvement and achievement, truly working for the benefit of the people.

## 6. Conclusion

China is an agricultural powerhouse, and the "Three Rural Issues" has always received high attention from the Party and the government, with a prominent position in national development. The introduction of the rural revitalization strategy effectively addresses the challenges faced by the vast rural areas in China and is an important measure for the country to achieve rural revitalization and prosperity for the people. Along with the launch of the rural revitalization strategy, the exploration of the path for rural development has become urgent.

F Village was once a well-known impoverished village, facing underdeveloped rural areas, labor force drain, fallow fields, and severe hollowing-out phenomenon. In order to overcome the difficulties of rural development and enable the villagers to live a prosperous life as soon as possible, the village committee and S Company jointly embarked on a new path of rural tourism exploration through multiple discussions and investigations. This not only led to the collective development of the village and increased income for the people, but also brought enormous changes to the rural area. It also prompted many migrant workers from the village to return home and start their own businesses, establishing farmhouse restaurants, guesthouses, and more. The impoverished village has regained vibrancy and vitality.

F Village's development concept aligns with the current trend of rural revitalization. In the process of achieving shared prosperity for all villagers, it is believed that the steps will become more steady and the prospects will become broader. Therefore, this article mainly analyzes and explores the practical issues in the development path of F Village, and summarizes recommendations for addressing the development path in China's rural revitalization process. It is hoped that this can provide some new ideas for effectively linking poverty-stricken mountainous areas in China with rural revitalization.

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