

# A Study on the Rural Revitalization Development Strategy under the Omniscient Thinking System

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**Abstract:** The world economic integration is inseparable from the integration of national economic development, further the economic integration of developing countries is also inseparable from the composition of the unit of rural revitalization. Only by focusing on rural revitalization and promoting the multi cell integration of regional economic development, we can achieve a better integration and development in the overall economy. Using the omniscient thinking mode to integrate into the strategy of rural revitalization, this paper studies the resource endowment, rural IP, industry, infrastructure, capital operation, management and operation, market promotion, and other sectors of rural revitalization, in hope to provide references for the high-quality development, and further proposed strategic choices of the rural revitalization.

**Keywords:** Omniscient thinking; Rural revitalization; Development strategy

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## 1. Introduction

The essence of the rural revitalization and development strategy largely depending on the changing in the thinking mode, activating the endogenous power, applying the omniscient thinking mode to the whole process of rural revitalization and development, further, avoiding the 'blind man guessing the elephant.' Additionally, comprehensively using the multiple fusion of thinking modes such as, concrete thinking and abstract thinking, as well as the basic logic of development economics, and striving to correctly import and select the optimal strategy in the direction of rural revitalization and development strategy, for a better guide to achieve a high-quality development of rural revitalization.

## 2. Research on the background and significance of rural revitalization

The 19th National Congress of the Communist Party of China proposed that the socialism of Chinese characteristics has entered a new era, and the main social contradiction with China has been transformed into the contradiction between the growing needs of the people for a better life, and the unbalanced and inadequate development. The issue of agriculture and rural farmers is a fundamental issue related to the national economy and the people's livelihood. Implementing the strategy of rural revitalization is a new measure for the party to solve the 'three rural' issues which developed under the new situation. The implementation of rural revitalization strategy is a need to change the backwardness of rural areas, to achieve balanced and coordinated development between urban and rural areas, and to add new impetus to the social and economic development.

In terms of the rural ecological environment, in the past, the rural ecological environment is improved mainly to enhance the rural production conditions, and the living conditions of farmers, thereby the farmers

can live and work well. At present, the protection and development of the rural ecological environment is to attract urban people to rural areas for leisure, vacation, investment, and business. Meanwhile, from the perspective of agricultural and rural industrial development, in the past, focused was given to the agricultural production and agricultural industrial development. In addition to this, at present, the focus also should be given for the development of agriculture-related industries. Particularly, from the first industry in the past to the present, with the three industries have integrated development, improved quality, and efficiency. In terms of farmers' income, in the past, increasing farmers' income is mainly to meet the farmers' essential requirements such as, clothing, food, and transportation. At present, the income of the farmer is not only needed to meet the essential requirements, but as well need to fulfill the extra requirements of the farmers' such as, schooling, medical treatment, pension, and residence <sup>[1]</sup>.

### **3. Development status of rural revitalization**

#### **3.1. Incomplete basic implementation**

Improving the basic appearance of rural areas, realizing the high-quality development of rural modernization, and the rural infrastructure construction is the basic conditions for rural revitalization. Generally, the rural infrastructure includes communication, power, network, education, health care, transportation, irrigation, and water conservancy <sup>[2]</sup>. In many villages, the above conditions are still poor and imperfect, further the imperfect infrastructure construction will bring unfavorable factors in the implementation of the rural revitalization strategy and high-quality development.

#### **3.2. Lack of industry guidance**

Present of a strong industry as the support, it is the leading fort to achieve the rural revitalization. However, at present, many rural areas still have single industrial structure, with obvious homogenization, and lack in the differentiated competition, which could not bring comparative advantages to the rural revitalization and development. Additionally, due to the basic situation of backward economic development and low per capita education level in the rural areas, it is difficult to attract powerful industries or leading enterprises. In contrast, the relatively small scale, small number, and lack of differentiated competition of leading enterprises could not support the needs for rural revitalization. Additionally, for the grass-roots government, the use of funds is limited, further the funds are mainly invested in rural infrastructure construction, therefore, there is no capital left to support industries, resulting in the lack of effectiveness in the implementation of the industry as a guidance of the rural revitalization strategy <sup>[3]</sup>.

#### **3.3. Unclear choice of core values**

Rural resource endowments suggest that the characteristics of rural development have certain laws, where rural core resources have four types of values.

- (1) Natural resources, including land resources, mineral resources, water resources, and others
- (2) Living resources and being far away from the city, referring to the rural geographical area with unique location advantages;
- (3) Unique product resources in the rural areas, characteristic by the agricultural products and others.
- (4) Strong folk customs and simple cultural resources, referring to the unique folk art, farming experience and strong traditional culture spread.

These four kinds of resources together constitute the core value of the countryside, ignoring the core value resources, it is not conducive to rural revitalization <sup>[4]</sup>.

### **3.4. A large number of people flow into the city and gradually lose the demographic dividend**

With the vigorous development of urbanization, a large number of people from rural areas migrate into the city for self-development. The results of the seventh national census in 2021 show that the rural resident population in China is 509.79 million, accounting for 36.11% of the total population. Due to the improvement of industrialization and informatization in China, the rural population began to transfer to cities on a large scale. In addition, in the future, more people will move to the city in order to provide better education for their children, thereby reducing the total rural population. Therefore, the rural areas become as an empty nest state, which is mainly composed of old and young women, children, and lack of young main and new force, which is not conducive to rural revitalization. Additionally, due to the loss of the main force in the rural areas, agricultural development becomes restricted, and there are serious barren farmland and vacancy of the homestead, which have a negative impact on the development of rural revitalization.

## **4. The rural revitalization and development strategy based on the omniscient thinking**

### **4.1. Design rural revitalization by utilizing resource endowments**

Each village has its own advantages in the composition of land, labor, and capital. To activate industries according to its own resource endowment, to promote the coordinated development of economy, society and ecology, to tap the endogenous power of rural revitalization, and lastly, to promote the effective connection and coordinated development between industry and rural revitalization, needs to strengthen the top-level system design, and macro guidance design to better implement.

Firstly, the system design of the government should be improved. It is essential to establish and improve various supporting policies, rules, and regulations for rural revitalization and development, further formulate medium- and long-term development strategic planning and supporting system. Additionally, perform a good job in the orderly and effective connection between planning, policy, organization, financial support of banking institutions, talent introduction and other aspects of industries, improve the high-quality development level of grass-roots organizational governance system and governance capacity of modern industries, and provide a solid institutional guarantee for the implementation of rural revitalization strategy <sup>[5]</sup>. Secondly, the relevant incentive mechanism should be improved to stimulate the subjective initiative, innovation, and enthusiasm of relevant industrial subjects in rural revitalization, and strengthen the supervision and management to form strong institutional constraints. For example, through system construction, industrial technical service units will be encouraged to perform a geological survey of land quality, total factor survey of mountains, rivers, forests, fields, lakes, grass, and sand and survey in a high-standard farmland projects, to provide basic information on the fields, which can serve the rural revitalization. Finally, overall arrangements for implementation should be deepen, and strengthen the macro guidance, and promote coordinated regional development. It is important to strengthen the overall arrangement, allowing the regional driving role of the industry, to improve the comprehensive competitiveness of the regional economy, and to promote the coordinated development of economy, society, and ecology <sup>[6]</sup>.

While developing resources, one should pay attention to the intensive and economical utilization of resources and environmental protection, therefore, it is important to unite the joint forces of rural revitalization, further respect the creativity, initiative, and enthusiasm of the masses, and build a solid mass foundation for Rural Revitalization. Additionally, the effective connection between poverty alleviation in resource-based industries and rural revitalization can be achieved by strengthening the top-level design, consolidating the industrial foundation, optimizing the pattern of interest distribution, promoting green and low-carbon industrial development, and strengthening the training of industrial talents, which may subsequently promote the sustainable development of rural economy, society, and environment <sup>[7]</sup>.

## **4.2. Creating IP for rural revitalization**

Rural tourism, to the extreme becomes a boutique where naturally becomes the tourists visiting spot. In the process of developing rural tourism, both government departments, market players, and the villagers should make meticulous efforts and contributions. In a field with one project and product, everyone should calm down, endure loneliness, and create an excellent work. As long as the positioning is accurate, the planning is correct and good, and the market recognizes it, one should strengthen the confidence and perseverance.

### **4.2.1. Highlight specialization**

For the development of rural tourism, and the IP building with prominent highlights, the work should be allocated to the professional people. For example, for rural tourism projects such as, catering, accommodation, entertainment, leisure, and outward-bound training and experience, a group of professional people should be responsible in the creation, management, operation, and service for this project. Relevant colleges and institutions should optimize the professional structure and curriculum, by focusing on the cultivation of a number of rural tourism talents, further provide talent support for the development of rural tourism. Focusing on culture, technology and management, we will make great efforts to cultivate a group of new professional farmers and wealth leaders, thereby that they can become the participants, builders, and operators of rural tourism, and continue to play their main role in the development of rural tourism. High-level of rural tourism talents should be employed to provide professional guidance for the development of rural tourism in terms of planning, construction, and operation by following the concept ‘going out and inviting in’<sup>[8]</sup>.

### **4.2.2. Highlight refinement**

Fine products come from fine projects. At present, the development of rural tourism puts special emphasis on the humanized experience in rural tourism, focusing on the small links, polishes the details, and fully meets the tourists need. It is necessary to pay attention to the details to reflect the personality and highlight the characteristics, further integrate the details and creativity during the project designing process, implementation, and operation, and lastly boost the regional, project, and product characteristics. Addition, it is also important to focus on the supporting concept, planning the rural tourism projects with details, and the expression and presentation as the key links and parts. For example, for B & B products, from the surrounding environment to housing design, to the room color atmosphere and small piece layout, it is essential to reflect the wandering IP details<sup>[9]</sup>.

### **4.2.3. Highlight high-quality products**

Only by long-term cultivation and perfection can the first-class rural IP be created. The most important thing is that the participants of rural tourism should have a sense of high-quality products, effectively strengthen the operation and management, shape the brand by management, and cultivate influential regional high-quality products of rural tourism. We should focus on the cultivating and introducing a number of large-scale tourism enterprises, professional operation teams, adhere to the leading role, and form a brand radiation effect, and demonstration driving effect. A number of characteristic scenic spots, leisure farmhouses, rural hotels, traditional villages, beautiful villages, tourism makers, star rated farmhouses, and form a number of rural tourism boutique projects, fist products, and tourism business cards should be created. Additionally, attention should be given on the overall planning and optimization of rural tourism resources, focus on launching several high-quality rural tourism routes, further enhance the overall attractiveness and competitiveness of rural tourism<sup>[10]</sup>.

### **4.3. Industrial empowerment for rural revitalization**

The industrial prosperity is the key for rural revitalization. It is an inevitable choice for the development of modern primary, secondary, and tertiary industry to lead and drive the industrial optimization, to promote standardized production system, and to cultivate the brand influence on the agricultural products. It is also an effective way to promote the high-quality development of agriculture and the revitalization of rural industries. Without the support of rural industries, there will be no foundation for rural economic development.

#### **4.3.1. Product chain of rural revitalization**

It is important to vigorously develop a diversification of the agricultural products, extend the product industrial chain, improve the product value chain, improve the product interest chain, and allow farmers to reasonably share the whole process of the value-added income of the industrial chain through various forms such as, share cooperation, profit return, minimum dividend, and others. Additionally, it is essential to build a healthy development system by integrating the primary, secondary, and tertiary industries in rural areas, and implement the endogenous driving force for the continuous improvement of the agricultural product processing industries. Further, it is necessary to develop creative tourism agriculture for rural revitalization such as, green picking sharing economy, and characteristic cultural and creative tourism industry.

#### **4.3.2. Improve foreign trade and international cooperation for rural revitalization**

It is important to optimize the resource allocation, improve quality and efficiency, and improve the international competitiveness of various varieties of China's agricultural products industry. In addition, it is essential to establish and improve the China's modern agricultural trade policy system, and strengthen the agricultural trade relations with different countries and regions. Agricultural products should be encouraged to go global, and foster business cooperation units with international competitiveness and enterprise groups with international competitiveness. Furthermore, actively participate in the formulation of domestic and foreign trade rules, and promote the formation of a more fair and reasonable international trade order for the modern agricultural products.

### **4.4. Infrastructure upgrading for rural revitalization**

Rural infrastructure and the vitality of personnel mobility should be improved and enhanced. The urban population should be attracted to visit the rural areas for leisure, vacation, investment, and business, therefore the infrastructure of rural roads, networks, communications, electricity connection, public transport, rail transit, special tourist lines, parking spaces, and others must be planned carefully in advance.

### **4.5. Capital operation of rural revitalization**

Capital introduction is required in the rural infrastructure construction, project design implementation, industrial development of rural revitalization, talent introduction, and other links. According to the way of market-oriented operation led by the current government, the capital of all parties can be introduced into the project construction of rural revitalization to further stimulate the market vitality. Therefore, enhancing the introduction of capital from all parties, and connecting the formal and informal links between institutions, individuals, and organizations will greatly promote the prosperity and progress of individuals, rural grass-roots organizations, and even the rural areas itself. The financing channel or methods are described below:

(1) Three channels of financing for rural revitalization: Internal financing; External financing such as debt and equity financing; System capital integration financing.

(2) Common financing methods: Accounts receivable financing, where the payment method has credit such

as, the government, institutions, large groups, banks, other units trusted by banks and accounts receivable securitization (trust); Accounts payable financing, such as usance acceptance bills (cheques), quality assurance custody, and accounts receivable securities repayment; Small loan company financing, where urgent affairs depend on the loans with small loans are the quickest to process. Accept movable property, inventory, equipment, and other valuable collateral in the market; Lease financing, where the use of rural land resources is conducive to improve the production capacity and industry competitiveness, sharing costs year by year, realizing tax avoidance, and no ownership before buyout; Operating loans for the main business of the company based on the existing business records; Patent technology financing. Although the patented technology of agricultural products is not very advanced, the patented agricultural technology is also a means of financing; Expected income financing, where guarantee tools are generally required to effectively use the expected return in advance; Personal credit financing to maximize personal credit and cash flow; Enterprise credit (cooperative) financing. The key point is to maximize enterprise credit and cash flow; Commercial credit financing. Tangible commercial financing and intangible commercial financing; BOT project financing. There are two modes, which are the construction-A operation-A transfer B (public works concession), and the second is a construction-B operation-A transfer (private).

#### **4.6. Operation of rural revitalization**

Rural operation is the key to the sustainable revitalization of rural areas, and the key to rural operation lies in who is the operation subject, and whether the industrial integration can form a self-circulation system.

##### **4.6.1 Problems of operation subjects**

The enterprises which move to the countryside for rural revitalization and rural operation, seems to be more or less power, for example the operation of many enterprises in the rural areas such as Yuanjia Village, Zhuquan Village and other villages. There are two operation subjects; (1) The village team with the villagers and business cooperation, relying on endogenous power, and the universal participation, step by step over the years deep plowing and development; (2) The social capital with sentiment and resources to smash money, people, resources to operate up. However, the rural operation requires not only material, but also sharing of the real feelings during the operation.

The operation entities need to adopt the organization and operation mode of government, enterprise, and the local villagers jointly by multiple parties, to reduce the investment of enterprise talents and the operation cost of retaining talents on the one hand. Additionally, with the local villagers as the main body of operation, the enterprises should give full support to the market-oriented by assisting and grasp the general direction of rural development, to stimulate the enthusiasm of the local villagers in resource, skill, and operation investment. Of course, the distribution of interests between the subjects needs to be clearly negotiated between the two sides. The government plays a role as the middle person, and protects the interests of both sides.

Next, it needs overall operational thinking. For example, why are there many problems in the middle of an operation, but it is difficult to find a solution. In fact, the rural revitalization strategy is lacking in the comprehensive operational thinking, where the operation is placed in the last link. The consequence is that the early planning is separated from the actual main body for later operation, and there will be many contradictions in the later stage of the project operation, which is not conducive to the implementation. Therefore, in the planning stage, it is necessary to put the operation in the front link and have a comprehensive operational thinking. It is essential to let the rural projects take fewer detours in the implementation process, and clearly know the focus of project investment and construction in the early stage of the operation, therefore can solve some difficulties and bottlenecks that may be encountered in the later stage of the project in advance, and reduce the cost of construction, operation, and maintenance in the

later stage, and further allows the determination of whether the early stage project has any attraction or market value, if no secondary consumption related products can be organized or planned, thereby solving various problems, such as cash flow and investment attraction. In short, the operators can solve the problems in the operation process based on the planning content and the actual operation situation.

#### **4.7. Market promotion of rural revitalization**

The market promotion methods for rural revitalization are also diverse, not only the traditional market promotion methods, but also the diversity of the new media promotion methods under the background of the new era. The fundamental logic of promotion is to meet the market demand and consumption tendency.

##### **4.7.1. Marketing logic of rural revitalization**

The marketing logic of rural revitalization as described below:

- (1) Product prospect analysis
- (2) Market questionnaire
- (3) Physical examination of product users
- (4) Accurate analysis of customers
- (5) Market promotion
- (6) Online Navy promotion
- (7) Technical SEO optimization
- (8) Crisis public relations handling

##### **4.7.2. Diversification of marketing methods for rural revitalization**

The diversification of marketing methods for rural revitalization as described below:

- (1) Domestic and international network + agricultural promotion
- (2) New media platform companies such as Tiktok (International Edition), Kwai, watermelon video, WeChat video number
- (3) Media and newspaper promotion
- (4) Exhibition promotion, online and offline promotion, and there are many ways to promote. There are online advertisements, such as search engines, new media, mass mailing, microblog, blog, and business opportunity release There are also offline advertisements, such as TV advertisements, bus advertisements, newspapers, and exhibitions

#### **5. Conclusion**

The highlight of this article is that the development of rural revitalization by using the omniscient thinking can achieve all-round, and all chain deployments for the strategic choice of rural revitalization, give full support to the rural resource endowment, IP building, industrial selection, infrastructure upgrading, capital operation, and other methods of implementing the rural revitalization and development model with more differentiated development and more core competitiveness, further make the strategic choice step by step, to provide reference for rural revitalization and high-quality development.

#### **Disclosure statement**

The author declares no conflict of interest.

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