Research on the Space and Path of Returning Youth to Participate in Rural Revitalization

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Abstract

This study focuses on the space and path of returning youth participating in rural revitalization. Semi-structured interview and qualitative data analysis software were used to assist in the research design. The study found that the young people returning home are mainly influenced by the current employment forms, family needs, attractive policies and the realization of self-worth, and choose to join the ranks of returning home. It is easy for young people to return home and difficult to integrate. How to better participate in the revitalization of villages is the main purpose of this study. Based on this, this study in the interview data analysis summarizes the home youth homecoming type, analyzes the difficulties in the process of participating in the revitalization of the village, and from the government and personal level suggestions, to explore building home youth home into the country, stay in the countryside, participate in the village revitalization path rationalization ideas and Suggestions are put forward.

Keywords

Returning Youth, Rural revitalization, Space and path, Suggestions

1. Introduction

As one of the settlement forms formed by human concentrated residence, rural area is an important social space composition and regional complex of the country, an important support for people's survival and development, and is indispensable in many aspects of human production and life. However, based on the basic national conditions that China is in and will still be in the primary stage of socialism for a long time, China's rural construction is still facing many problems, some contradictions are still very obvious in rural areas, and the task of rural construction and rural revitalization is still heavy and arduous. "The country will prosper if young people are prosperous, and the country will be strong if young people are strong", which highlights the great value and significance of youth in promoting national development and realizing national rejuvenation. Youth not only reflect the vitality of a nation, but also promote the modernization of a country. They directly affect the development process of urbanization and the pace of rural revitalization. Therefore, in the context of the new era of socialism with Chinese characteristics, youth and rural revitalization must have a high degree of internal fit, and the inevitable responsibility and historical mission of rural revitalization should be undertaken and shouldered by the young people. However, combined with the current policies, specific practices and realities of rural revitalization, Chinese youth have not able to "carry the banner" in the process of rural revitalization, and there is still some room for improvement.

2. Literature review

Many scholars have conducted in-depth research on young people and rural revitalization from different aspects. The rapid development of society, the rural and urban standards and the demand of economic development lead to a lot of rural social youth migrant workers study causing "hollowing out" of rural population structure and social re-

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1104

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ations "utilitarian", make the village villagers political participation, the ability to strive for resources, public spirit gradually decline. To solve these problems, we need to reshape the authority of rural political organizations, establish new social organizations, actively attract youth political participation, cultivate the spirit of public participation, and reshape the cultural values of rural society (Liu Qiying, 2019). The implementation of the rural revitalization strategy has already had a preliminary talent base, but due to the constraints of rural development conditions and talent system and mechanism, rural talents have problems of attracting, retaining, cultivating and using. Zhang Jingyi and Chen Jie put forward transformation requirements on the main source of talents, stage tasks and mechanism policies based on the changes of main contradictions based on the survey of Heilongjiang, Hunan, Gansu and other places (Zhang Jingyi & Chen Jie, 2021).

Young people returning to their hometowns to start businesses play an important social role in helping to promote the development and transformation of rural industries, promoting the further integration of urban and rural areas, and increasing the well-being of farmers. Therefore, the government should also follow the logic of promoting the actual development of rural areas rather than "creating points", and achieve support for young people to return to their hometowns through a balanced allocation of public resources (MAO Yijing, 2021). Lin Longfei explores the implicit logic of youth returning home and entrepreneurship from the perspective of construction from the perspective of personal significance at the micro level. He believes that youth returning home and entrepreneurship is to pursue a family harmonious lifestyle. The real significance of this lies in that the returning youth hope to obtain the maximum monetary income through the strategy of entrepreneurship, and then realize the "good life" centered on "family standard" (Lin Longfei, 2019). Wang Chenglong and Wu Xiaowei found that the two most important reasons for the phenomenon of youth returning home are the hidden social exclusion of the metropolis and the moral burden of the original families of the returning youth (Wang Chenglong & Wu Xiaowei, 2019). In the process of realizing the overall revitalization of rural areas, youth play a key role as the driver of further liberation of rural productivity, the leader of further improvement of rural civilization, and the driver of further innovation in rural governance. However, due to the lack of attraction of the existing development conditions in rural areas to young people, the low evaluation of traditional public opinion on rural social status and development space, and the influence of traditional ideas on some young people, there is a phenomenon that young people do not return home (Hu Deqing, 2020). Luo Min scholars such as remote lotus pond depression town 312 villagers survey data, analysis of the villagers return to participate in the rural revitalization of will influence factors, the study found that "local complex" in addition to directly affect the villagers "participation", "also through" government policy perception "indirectly affect the villagers" participation ", on the basis of the research found they put forward as the country, the government should enhance the villagers emotion and policy support, strengthen the rural revitalization of policy propaganda and the ground, and strengthen the villagers' social responsibility (Luo Min & Baine Chen, 2020).

Based on the current research on youth and rural revitalization, the following conclusions can be made: scholars have identified the influencing factors of youth participation in rural revitalization from three levels of policy, culture and individual. For example, the youth association has been attracted by the policy, under the pressure of the city and economy, and under the influence of local feelings, and has chosen to return home, and put forward corresponding countermeasures and suggestions from these three aspects. These studies have certain reference value and significance for promoting youth participation in rural revitalization. From a practical point of view, "returning youth" need to explore their return from a deeper perspective. This study believes that, besides the above perspectives, "returning youth" are more or less affected by current social concepts, such as pension, children's education, marriage, etc. This study will use the methods of literature survey and semi-structured interview, combining theory with practice, to understand the reasons and difficulties of the willingness of "returning youth" to return home, and put forward corresponding optimization strategies and suggestions, so as to provide theoretical reference for promoting rural revitalization.

3. Analysis

The research takes a village in Hebei province as an example to investigate, and uses NVivo12 qualitative text analysis software to analyze the survey data. There are two common coding methods in NVivo12 software: one is to determine the coding nodes according to the research topic and form the research framework; the other is to code the text information first and then integrate them. This study used a combination of both, mainly using the creation nodes, data coding, data analysis and statistical functions of NVivo12.
3.1 Analysis of the demographic structure of young people returning to their hometowns and their willingness to return to their hometowns

(1) Population structure of rural youth

A total of 30 interviews were completed through the combination of online and offline interviews and 30 effective interview records were collected and sorted out. Mainly to the returning youth and use the "snowball" method to understand them and their young people returning home, the study found that the homecoming youth age mainly concentrated in 25 to 35, the main reason is that 18 to 24 youth may still be in school, on the other hand, the age of youth just entered society soon, the big cities is full of longing and yearning, is not willing to home. Some young people aged 25 to 35 just returned to their hometown after their studies, and some also returned to their hometown after leaving for work.

(2) The willingness of young people to return home

The interview materials were introduced into the Nvivo12 qualitative analysis software for word cloud analysis. On the basis of the word cloud analysis, the material was coded in conjunction with Grounded theory. Extract concrete concepts from the original material, namely sub-nodes, further summarize sub-categories from sub-nodes, and finally summarize and abstract main categories from sub-categories. A total of 18 sub-nodes, 8 sub-categories and 4 main categories are formed, with a total of 368 reference points. Among them, there are 25 reference points for difficult employment, 32 reference points for less jobs, 22 reference points for better development of hometown, 26 reference points for more choice of return work, 29 reference points for busy work, 35 reference points for unstable work, 20 reference points for hard work, 19 reference points for old parents, 17 reference points for elderly care for parents, 15 reference points for filial piety, 17 reference points for accompanying children, and 10 reference points for children's education. There are 20 reference points for returning home and settling down, follow the other half for 22 reference points, there are 16 reference points for suitable marriage age, 21 for employment information push, 13 for tax reduction and 9 for dreams. The four main categories of employment and work pressure, family care, policy attraction, and self-worth realization include three sub-categories of employment and work pressure, including severe employment situation, multiple hometown choices, and high work pressure, three sub-categories of family care, including parental care, child care, and marriage, and one sub-category of policy attraction and one sub-category of dream pursuit for effective assistance.

After investigation and interview, combined with the above analysis and summary, the young people have a strong desire to return home, and the main reasons for the "youth returning to the hometown" can be summarized as the following points. First, from the perspective of work reasons, because the job competition is large, the employment situation is fierce, the employment pressure is less than the employment. Second, from the family point of view, less gathering and more separation, taking care of parents and children are another reason for returning home. Third, from the perspective of the "homecoming" guidance mechanism, it is called on and attracted by the policy. Fourth, pursue personal dreams and combine the realization of self-value with village revitalization.

3.2 Types of young people returning to their hometowns

(1) Looking for space to start a business

In recent years, although China's economy has grown steadily, the employment situation in the labor market is not optimistic due to the epidemic. Under such a background, some young people give up their struggling life in big cities and choose to return to their hometown to find another way out. Compared with the work pressure in big cities, the living and working environment in small cities or hometown can bring them a more comfortable working environment. At the same time, they also have some savings from their years of working life, so they can start their own business and become a boss when they return to their hometown. Most of the young people who return to the countryside after they are frustrated in the pursuit of higher level satisfaction in the city, and take the "second best thing" way to meet the low-level needs in the countryside. There are many other young people like this who return to their hometown to find jobs and start their own businesses, seek more opportunities, become their own boss, and seek a more comfortable and stable lifestyle.

(2) Realize the self-value type

Some young people have dreams and want to work hard to create their own career and contribute to their hometown at the same time. In their years of working life, these young people have left considerable savings, which coincides with the attraction of policies and the development needs of their hometown. Therefore, they choose to return to their hometown, build their village, start their own career and embark on their own road to pursue their
dreams.

(3) Filial piety and respect for the elderly

Some young people choose to return home because of the influence of family concept. Parents are old, and taking care of them is one of the reasons why young people are unwilling to travel. Filial piety to parents has been an excellent traditional Chinese virtue since ancient times, and it is the responsibility and obligation of children to support their parents. Growing up with their children also means that their parents grow old. Every child has the obligation and responsibility to take care of their parents and their families. Therefore, many young people who go out to work choose to return to their hometown to stir up the backbone of their families.

(4) Policy encouragement and advocacy type

The State has deepened urban-rural integration and improved the livability of rural areas through a series of means, including building beautiful villages and promoting the equalization of basic public services between urban and rural areas. When young people interviewed mentioned their willingness to return to their hometowns, they mostly talked about how they had been influenced by the improvement of the appearance of the countryside and infrastructure. China has introduced relevant policies to support the development of new agricultural business entities to return to their hometowns to start businesses, and introduced relevant measures to provide policy guarantee for the development of young people to return to their hometown. For example: In September 2021, the general office of the National Development and Reform Commission on promoting support migrant workers return entrepreneurial pilot experience notice file put forward organization the pilot areas actively explore suitable for their own entrepreneurial development path, formed a multi-level diversified high quality home entrepreneurial development pattern, to promote employment on site or near the spot, prosperous rural industry, promote rural revitalization has played a huge role, also for youth home played an important role in promoting.

4. Space and Difficulties of Returning Youths’ Participation in Village Revitalization

4.1 Space for the participation of young people returning to their hometowns in village revitalization

(1) Economic participation: entrepreneurship and employment to promote village development

Whether it is because of employment pressure or the pursuit of life values and realization of their dreams, most of the young people who return to their hometowns do so by setting up their own businesses and driving the development and revitalization of their villages through entrepreneurship. Along with the working economy and the mass movement of farmers, the development of the rural land transfer market has provided opportunities for young returnees to operate on a large scale. At the same time, the increase in farmers’ income and the influence of consumerism has led to the development of a rural consumer market, which also provides opportunities for returning youths to find local employment and start their own businesses. Most of the young people returning to their hometowns are in the mode of starting their own businesses as bosses, while some choose to continue working part-time. The slow development in and around the countryside, such as the opening of milk tea shops and barbecue restaurants, has added income as well as vitality to the economic development of the village. These young people have returned to their hometowns to start their own businesses, injecting more vitality into the economic development of the villages. The more young people who return to their villages, the more labour they bring with them. Some villages are clearly starting to see a rebound in population, and the trend towards hollowing out is gradually diminishing.

(2) Humanistic participation: actively respond to the village cultural construction

There are many traditional customs and festivals and cultures in rural areas. Rural traditional culture is a regional culture, and this culture of rural residents is dominated by farmers, and is a synthesis of the spiritual culture created and formed by farmers over a long period of history, including common ideals, gratitude, beliefs, values, morals, customs and so on. These traditional cultures, traditional customs and traditional festivals also provide a good path and space for young people returning to their villages to integrate and take root. Cultural revitalization in the context of rural revitalization also provides a spatial path for returning youths to participate in village revitalization. In recent years, various rural grassroots organizations have devoted themselves to cultural construction, building rural cultural libraries, opening cultural information boards and visiting households to promote cultural education, and rural culture is thriving. Young people returning to their hometowns can have a cultural learning venue and get to know the village cultural venues, which can better facilitate their cultural participation and realize their genuine return to their hometowns.

(3) Political participation: to participate in the management of village public affairs
Part of the political participation of rural youth is mainly to participate in rural governance through political selection, and some others have high enthusiasm for rural public affairs so as to enter the village political platform through participating in public affairs. Being a civil servant is the way for the returning youth to directly participate in the village revitalization. After becoming grassroots cadres, these young returnees can directly participate in village affairs and carry out village revitalization work. In recent years, the state has also extensively absorbed young cadres, and strengthened the construction of grass-roots cadres through various policies such as three branches, student selection, and college students and village officials. Apart from those who have passed the civil service examinations, the majority of young people who have returned to their villages are developing in the villages (starting their own businesses or taking up employment) and are keen to participate in the public affairs of the villages. In terms of the forms and means of participation, they are keen to contribute to village public affairs such as donating money for the construction of public facilities, repairing village public buildings (ancestral halls, etc.), joining the village revitalization volunteer recruitment team, and so on.

4.2 Analysis of the plight and reasons

(1) Risks in entrepreneurship: lack of knowledge and skills for returning young people
The starting point and threshold for starting a business in the hometown is not high, and there are mainly self-employment with savings as capital relying on family labour and division of labour using social circles to partner and invest in the business. Both are relatively low-cost ways of organizing and can effectively solve the problems of capital and technology that farmers need to start their own businesses. Although the cost of starting a business is not high, there are also significant entrepreneurial risks and failure rates. There are two reasons for this: Firstly, the entrepreneurial cycle is long, taking at least 3 to 5 years to wait for profitability. Not only that, but rural entrepreneurship, especially in agriculture, is not very profitable, with high risks associated with specialized planting and farming, and is highly likely to experience entrepreneurial failure. Second, there is a resistance to investment risk. Generally speaking, they are willing to invest only if they can make a steady profit, and young people returning to their hometowns are more risk averse, but once they encounter risks, a small number of them can overcome difficulties and wait to turn the situation into a safe one, while some others end their short business experience and go back to working away from home.

(2) Potential resistance: the influence of traditional concepts and cultural construction need to be strengthened
There are also many problems with the current state of management of rural cultural undertakings. Firstly, the construction of rural culture is constrained by the bias in understanding, for example, the bias in the perception of culture and economy leads to the youths' insufficient understanding of the village, which in turn affects their own development in the village. Secondly, the construction quality of rural cultural positions is uneven, the capital investment is insufficient, the utilization rate of resources is not high, and the development between urban and rural areas is not balanced, resulting in the inclination of resources, which makes it difficult to improve the cultural level of villagers, and creates a certain obstacle for returning youth to participate in the revitalization of villages. Thirdly, the rural education system is not perfect, which is not only the focus of cultural construction, but also the focus of rural youth and rural construction. A good education system environment can cultivate more talents to promote development, while today's rural development can not enjoy a perfect and high-quality education system. For the development and construction of rural culture, we not only need the help of cultural construction and cultural participation, but also need to form a complete solution mechanism, so that the young people who return to the hometown can have policy support, government support, cultural connotation and spiritual support.

(3) Lacking in political participation: caused by the impact of the rural environment
The complexity of grassroots work and the life in the countryside make it difficult for many young cadres to stick to it, and even to resign after being admitted to the civilian servant. The phenomenon of young cadres is increasingly obvious, and the convenience of transportation makes many young cadres choose the working and life style in urban and rural areas. And such urban and rural amphibious mode makes them unable to deal with the sudden events in the village in time, also not be well integrated into the village. If the personal interests of the returning youth are related to the development of the village, they maintain a high enthusiasm for the development of the village. At present, at the heart of the village power are the middle-aged group, and they have both the "opportunity" provided by power and strong capital strength. Young people are linked to them through two paths: one is village politics (election, party membership and governance), and the other is linked by the circle of interests. On a purely political level, these young people are currently dominated by middle-aged elites, but the future is likely to achieve
power replacement through the interest mechanism. For them, entering the village political arena or sharing the interests of the village means a good development. However, it is also easy for village governance to fall into an endless cycle of interest-centered governance, and actively participate in the planning related to their own interests. On the contrary, it is not so warm-hearted.

5. Suggestions

5.1 Government: Provide targeted policy support

(1) Do a good job in terms of policy support for employment and entrepreneurship, and provide counselling on entrepreneurship

Under the current public opinion discourse and policy propaganda that encourage farmers to start their own businesses, the young entrepreneurs returning home are more or less affected by the policies. The government should actively optimize the talent attraction policies, improve the business environment, and attract enterprises to provide more jobs to attract more talents back in. First, we should introduce relevant policies to attract talents with high efficiency and high quality. For talents in short supply, the restrictions on education and age will be relaxed and the threshold will be lowered. Second, improve the treatment of talents, implement housing security, provide one-time housing subsidies; solve spouse work, children's education, and medical services. Third, promote the construction of a talent assessment and evaluation system, comprehensive evaluation in various aspects, and build a talent cultivation system. Fourth, accelerate the construction of innovation and entrepreneurship talent platform, and actively create a rural innovation platform with the help of the human and material resources of local universities, institutes and scientific research institutions. We should make good use of the policies to shape a good expectation of the entrepreneurial environment, and play a positive guiding role for the young people with entrepreneurial ideas. The formation of a good policy environment promotes the standardization of their own entrepreneurial behavior, so that they faster and deeper integrate into their hometown, stay in their hometown.

(2) Improve the management system of rural cultural undertakings

Cultural construction, as an important part of the overall layout of the five elements of socialism with Chinese characteristics, and the reform of the cultural system is an important part of our all-round reform undertaking, and the construction of villages requires even more cultural participation. Only by incorporating rural cultural construction into our overall construction system can we help to awaken the culture of villages that is embedded in the rural land and awaken the construction consciousness of young people returning to their hometowns. To develop rural culture, it is important to grasp the new development opportunities brought about by the new era for the management of rural culture, to seize the trend of the times of the increasing integration of the world economy and the flourishing of the new technological revolution, to actively promote the development of the market economy and the revitalization of the countryside, to promote the renewal of the consciousness of the rural cadres and the masses, to set the goals for the development of rural culture in the long term, to increase investment in cultural construction, and to clarify the content and direction of cultural construction. The development of education actively develop education to achieve cultural revitalization through education. The time should be seized to provide a wider scope of development for young people returning to the countryside from a concrete perspective.

(3) Provide an effective social support system for young people returning to their hometown with good thought leadership

Thought leadership is very important and meaningful. For young village cadres in particular, it is important to do a good job of thought leadership and to provide timely counseling on their difficulties in thought, life and work. Old cadres should actively work with new cadres so that they can adapt to their new environment and work faster and better. For other young people who have returned to their hometowns, strengthen communication and correctly guide this group to participate in the public affairs of the village, to care about both their personal interests and the interests of the collective and others, and to actively participate in the revitalization of the village. Actively advocate political participation by youth, play the role of the last mile of positive energy of the two village committees, bring into play the strength of village cadres of the village committees, do a good job in the ideological work of the returned youth, do a good job in the protection of the returned youth, set a good image for the returned youth, call on more groups of returned youth to participate in village affairs, and retain more youth power for the villages. Break the alienation of returning youths from the village, guide them to return to the village, integrate with the village and do a good job of thought leadership.
5.2 Returning home youth: to enhance social identity

(1) Constantly improve my skills and accomplishment
The key to rural revitalization lies in people. Faced with the various risks brought about by returning to their hometowns, young people returning to their hometowns should not only continuously improve their learning of relevant skills, but also enhance their self-education through the process of learning skills. First, they should strengthen their own learning, improve their theoretical level and expand their knowledge. For example, they should learn basic legal knowledge and improve their qualifications through self-examination. By expanding the corresponding knowledge, they can better keep up with the times, in the information society to grasp more relevant dynamics. Secondly, they should strengthen their skills and improve them. Young people returning to their hometowns should actively learn relevant skills, including but not limited to survival skills, entrepreneurial knowledge and skills, new technologies and new means, and should also learn more about new things in the network information technology, so as to lay a solid foundation for development in their hometowns. Thirdly, we should correct our entrepreneurial attitude and actively learn from excellent entrepreneurs and entrepreneurs to understand and learn more about development experience. Good case studies and experience can enable young returnees to more quickly understand their own shortcomings in entrepreneurship and employment, find the key and solve problems. Young people who have returned to their hometowns must continue to learn and improve their skills and education in order to implement the rural revitalization strategy and contribute to the revitalization of the countryside.

(2) Actively participate in village cultural activities to enhance social identity
Young returnees are not able to reintegrate well into the local society and culture as soon as they return home, and their thoughts and behaviour may be rejected by the villagers to a certain extent. Therefore, young people returning home must pay attention to and strengthen their own sense of social identity. First, they actively participate in local cultural activities, respect the good local culture and communicate, while helping to develop cultural construction. For example, taking the lead in affirming the civilization of the village, promoting the culture of the village, and actively participating in the cultural activities of the village can integrate themselves into the collective in this series of experiences, eliminate the divide and increase their own sense of social identity. Secondly, through participation in collective village activities to enhance communication with village folk, so that villagers can understand and accept them better, so that young people returning to their hometowns will have less resistance in the process of starting their own businesses and employment. Thirdly, to strengthen communication with family members, listen to and express each other's opinions and ideas, and gain more support and understanding. This is a way to improve the social identity of young people in their villages, so that the space for them to return to their hometowns can be improved and the road to their hometowns can be smoother.

(3) Changing mindsets to inspire young people to get involved in rural revitalization
The attitude of participating in village revitalization largely affects the participation enthusiasm of returned youths. The idea of taking self-related interests as the starting point for the purpose of participation will be correspondingly less for the degree of participation, which will inevitably shrink the space for participation. Therefore, young people returning to their hometowns should change their thinking to stimulate their enthusiasm for participating in rural revitalization. Firstly, they should actively change their mindset, combine their actions of returning to their hometowns and rural revitalization, change their participation behaviour with their own interests as the starting point, effectively enhance their consciousness and action of returning to their hometowns, rooting themselves at the grassroots and serving the grassroots, take promoting the development of their hometowns as the leading values, help the economic development of their hometown areas, and realize the value goal of revitalizing the countryside and their hometowns, which is also the cultural revitalization. Secondly, we should pursue the role of pioneer and exemplary, learn from outstanding young people who have returned to their hometowns about their successful experiences and desirable points, promote the "spirit of model workers" and "volunteer spirit", and also actively share their experiences with people who have experience and needs in a timely manner. Exchange and help each other. Thirdly, they should establish a correct concept of employment and entrepreneurship, not only learn to correctly view the risks of starting a business and returning to their hometown, but also actively avoid the risks, actively deal with them, actively participate in the revitalization of the countryside, take root in the construction of their hometown and show their positive spirit of commitment and image, and play an important role in the development and progress of the political, economic, social, cultural and ecological civilization of rural areas.
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