

Exploring Rural Human Resources Development in the Context of Rural Revitalization—Xihe Township, Xinhua County, Hunan Province as an Example

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Abstract: In the process of comprehensively implementing the rural revitalization strategy, the population issue has become one of the key factors limiting the overall revitalization of rural China. The results of an empirical analysis of the five aspects of education, training, medical care, culture and management in Xihe Town, Xinhua County, Hunan Province, a representative large inland agricultural town, show that the level of education, knowledge and skills training, rural cultural construction and management of grassroots human resource organisations have a significant positive effect on the degree of development, but the effect of the level of medical care and health care is not significant. This leads to the proposal of a development strategy for human resource development in Xihe Town from various types of education and training systems in rural areas, rural health care systems and talent incentive policies.

Keywords: rural revitalization; rural human resource development; Xihe Township, Xinhua County

1. Introduction

The American economist Schultz has stated that the quality and quantity of human resources have a positive influence on the level of development of a country or region. As an agricultural economy-led town in the interior of China, Xixihe Township in Xinhua County, Hunan Province, how to improve the quality of its own population in the national strategy of comprehensive implementation of rural revitalization, transforming its disadvantage of a large rural population with low quality into an advantage in terms of quantity and quality of talents, enhancing the endogenous development momentum of the countryside and driving the development of rural society. In view of this, this study chooses Xihe Township in Xinhua County as a case study to explore this issue.

2. Theory and Assumptions

From the 1980s onwards, academic attention has been given to the development of rural human resources. The Central Government has proposed a comprehensive rural revitalization strategy, which has brought rural human resources development to a whole new level. The focus of academic circles on rural human resources development is on education, training, medical care, culture and organizational management, and how to comprehensively crack these key issues has become the key to comprehensive rural revitalization.

2.1 Education and Rural Human Resource Development

Schultz (1987) states that the focus of developing rural education is to focus on changing the attitudes of the rural population. As Marx said in his Introduction to the Critique of Hegel's Philosophy of Law, "The lightning of thought, once it has struck this simple garden of the people once and for all, will shine with thunderous force on the stars of the age and burst forth with a mighty material force for the building of a new world." It is evident that the level of education in rural areas directly determines the level of rural human resource development^[1]. Education plays a decisive role in the formation of human resources in rural areas^[2] and it is an important way to enhance the quality and skills of rural workers themselves and to improve the level of human resources development^[3]. However, the current

situation shows that rural education suffers from an ageing teaching force in basic education, a prejudice against vocational education and a shortage of quality educational resources^[4]. This requires a multi-faceted and comprehensive development of rural education, further improving basic and compulsory education in rural areas, deepening the reform of vocational education, focusing on the development of compensatory education and re-education systems for farmers, optimising educational resources and realising the sharing of educational resources to meet the needs of rural industries for human resources^[5]. Therefore, the following hypothesis is proposed in this study:

Hypothesis 1: The higher the level of education in rural areas, the higher the level of rural human resource development.

2.2 Training and Rural Human Resource Development

Systematic training is an important prerequisite for rural human resource development^[6]. For current rural human resource development, training includes two main segments: scientific and technological knowledge training and practical skills training^[7]. Training in scientific and technological knowledge aims to improve the scientific and cultural quality of farmers and to consolidate the value base for rural human resource development^[8]; Practical skills training is a new type of scientific and technical skills training that is mainly hands-on^[9]. This training has emerged mainly with an eye on the rise of new agricultural production methods such as green, low-carbon agriculture smart farming and leisure farming^[10]. As a result, the challenge of how to improve training performance has become a pressing one. Some scholars have pointed out that, in the context of the rural revitalization strategy, local government departments should take into account the actual situation of regional economic development and strengthen the knowledge and skills training of rural human resources in various ways, such as school-enterprise schooling, village-enterprise docking, and the combination of industry-university-research, to accelerate the process of human resources development^[11]. Therefore, the following hypothesis is proposed in this study:

Hypothesis 2: The better the training system in rural areas, the higher the degree of rural human resource development.

2.3 Medical and Rural Human Resource Development

The degree of development of potential rural productivity depends on the level of physical quality of human resources^[12]. Good health care practices play a vital role in improving the physical fitness of rural human resource subjects^[13]. Especially since China's integrated urban-rural medical security system has not yet been established, the divide in the allocation of medical and health resources between urban and rural areas seriously affects the basic health needs of farmers^[14]. This state of affairs has become a shortcoming that hinders the improvement of the level of rural human resources. For this problem, some scholars have pointed out after researching through quantitative methods such as entropy TOPSIS and ordered Probit that there is currently a need to optimize rural health care resources, increase investment, improve institutional service models, enhance the quality of medical teams and service levels, and provide perfect medical protection for human resource development^[15]. Therefore, the following hypothesis is proposed in this study:

Hypothesis 3: The higher the level of health care in rural areas, the higher the level of rural human resource development.

2.4 Culture Building and Rural Human Resource Development

The construction of rural culture in the new era is the spiritual pillar and intellectual guarantee of human resource development, and is one of the important preconditions for high-quality human resource development^[16]. A rich rural culture can activate the rural productivity system from the perspective of "production, ecology, life and edification"^[17]. Rural culture has a strong sense of homeland identity and return, and can effectively alleviate the sense of stress brought on by industrialisation and urbanisation^[18]. It is also this attribute of rural culture that constantly touches the "beautiful nostalgia" of people who are far away from home^[19]. Therefore, the following hypothesis is proposed in this study:

Hypothesis 4: The better the cultural development of the countryside, the higher the degree of rural human resource development.

2.5 Organisational Management and Rural Human Resource Development

Deepening change and innovation in rural human resource management and transforming the advantages of rural labour into human resource advantages is a pragmatic way to improve the development of rural human resources^[20]. However, the process of organising and managing rural human resources is characterised by blind labour mobility and the urban-rural segmentation of the labour market^[21]. To break this bottleneck, firstly, from the perspective of local governments, they should give full play to their planning and management functions, regulate the labour market, adopt more flexible ways of employment and entrepreneurship, and achieve a reasonable flow and allocation of labour^[22]; Secondly, from the perspective of the central government, the grassroots government and cadres should be guided to pay attention to the cultivation of local elites, to take the lead in gathering the various talents needed for rural development, to bring in those capable people who have left the countryside and urban talents who are interested in returning to the countryside, to attach importance to the core position of talents in rural development, and to form a sustainable allocation of rural talent resources^[23]. Therefore, the following hypothesis is proposed in this study:

Hypothesis 5: The better the grassroots human resource organisation management, the higher the degree of rural human resource development.

3. Research Design

3.1 Sample and Sampling Process

The questionnaire survey site was selected from Xihe Town, Xinhua County, Hunan Province. Respondents had a basic level of literacy and no barriers to text comprehension, and the process of filling out the survey was relatively smooth. Sampling was done through a combination of offline and online data collection. The questionnaires were distributed online, mainly through WeChat; offline, they were distributed to villagers' homes. A total of 450 questionnaires were distributed online and offline, including 52 online questionnaires and 398 offline questionnaires, of which 450 were returned. Afterwards, invalid questionnaires such as wrong answers and garbled answers were eliminated, and finally 433 valid questionnaires were obtained, with an effective rate of 96.2%.

3.2 Measurement of Variables

The selection of variables and the design of the question items in this study were based on the development of the scale by referring to the literature of master's and doctoral theses and journals related to rural human resources development in China and abroad. In order to make the questionnaire more relevant to the needs of this study, we made reasonable modifications and adjustments to the scale in the light of the reality of human resources in Xihe Township in the context of the comprehensive rural revitalization strategy, in order to make the scale as close as possible to the actual situation of the case sites. For statistical purposes, this scale is based on a five-point Likert scale, with respondents choosing from "1-5" (1 being completely unsatisfied and 5 being completely satisfied) depending on their situation. This study involves five independent variables (level of education, knowledge and skills training, health care, rural cultural development, and organisational management of human resources at the grassroots level) and one dependent variable (degree of human resource development). The specific variables are listed in Table 1 below.

Education level: The main reference is the scale developed by Lin Tingting^[24], with representative questions such as "How satisfied you are with your education level". Knowledge and skills training: The main reference is the scale developed by Wang Haipeng^[25], with representative questions such as "How satisfied you are with the effectiveness of the training content tested and evaluated in your town after the knowledge and skills training". Health care: The main reference is the scale developed by Li Chenkun et al^[26], with representative questions such as "How satisfied are you with the town's medical insurance, pension and other social security policies". Rural cultural development: The main reference is the scale developed by Luo Su^[27], with representative questions such as "How satisfied are you with the various cultural and recreational activities in your village and town". Organisational management of human resources at the grassroots level: The main reference is the scale developed by Pei Hongwei et al^[28], with representative questions such as "How satisfied are you with the effective measures taken by the township government to encourage and support rural labourers to actively go out to work and return to their hometowns to start their own businesses". The extent of human resource development: The

main reference is the scale developed by Chen Lu et al^[29], with representative questions such as "The quantity and quality of human resources needed for the development of this village and town has improved greatly compared to the past".

Table 1: Variables.

Variables	
Education Level	Your satisfaction with your level of education
	Your satisfaction with the time and money you have invested in your education and learning
	Your satisfaction with the educational resources (e.g. teachers) in your village or town
	Your satisfaction with the number of schools and the quality of teaching at all levels in the town
	Your satisfaction with the town's investment in education in terms of human and material resources
Knowledge and Skills Training	Your satisfaction with the number of times the town organised training on relevant knowledge and skills and the level of publicity
	Your satisfaction with the length and content (both theoretical knowledge and practical work) of the knowledge and skills training courses organised by the town
	Your satisfaction with the town's quiz and assessment of the effectiveness of the training content after the knowledge and skills training
	Your satisfaction with the types of benefits that the town's knowledge and skills training will bring to you upon completion
Health Care	Your satisfaction with the number and accessibility of health services in your village or town
	Your satisfaction with the state of infrastructure and service capacity of the health services in your village or town
	Your satisfaction with the level of the medical team and the quality of services provided by the health care institutions in your village or town
	Your satisfaction with the reimbursement rate and coverage of health insurance in your village or town
	Your satisfaction with the promotion of basic health care and regular free medical check-up services in your village or town
Rural Cultural Development	Your satisfaction with the various major cultural and recreational activities in your village or town
	Your satisfaction with the cultural and recreational infrastructures built in your village or town, such as the "Farmers' Bookstore", cultural squares, excellent cultural information boards and sports and recreational areas
	Your satisfaction with the cultural landscape construction and cultural heritage protection of the village Degree
Organisational Management of Human Resources at the Grassroots Level	Your satisfaction with the timely release of information on training and employment recruitment in the market for migrant workers by grassroots leaders in your village or town through radio and group chat
	Your satisfaction with the township government's adoption of effective policy measures to encourage and support rural labourers to actively go out to work and return to their hometowns to start their own businesses
	Your satisfaction with the organization and guidance of the rural labour market by the township government to promote the effective mobility of rural labour
	Your satisfaction with the work ability, attitude and organisational skills of the grassroots leadership team in your village or town
Degree of Human Resource Development	The quantity and quality of human resources required for the economic development of the village and town has improved significantly compared to the past
	All human resources of the right age in the village and town have suitable jobs locally or abroad
	The village and town have trained or brought in a number of outstanding talents to help build the village

3.3 Reliability and Validity Tests

3.3.1 Reliability Tests

Reliability is the degree of reliability of the data being measured and is generally expressed as a Cronbach's alpha coefficient. According to scholar DeVellis (1991), reliability between 0.65-0.70 is the minimum acceptable value, reliability between 0.7-0.8 is better, questionnaires in this reliability range are more reliable, and reliability between 0.8-0.9 is very well^[30].

In this study, the SPSS 25.0 data analysis software was used to test the reliability and the results of the analysis showed that the Cronbach's alpha coefficient of this questionnaire was 0.861 with good reliability.

3.3.2 Validity Tests

Validity refers to the degree of validity of the data being measured and usually requires KMO analysis and Bartlett's sphericity test. According to scholar Kaiser (1977), the maximum value of KMO is close to 1. The closer the KMO is to 1, the more common factors among the variables are indicated and the more suitable for factor analysis, but when the KMO is less than 0.5, it is not suitable for factor analysis, and the probability of significance of statistical values is analysed by the Bartlett sphere test, and when the value of the probability is less than 0.05, it indicates that the data are relevant^[31]. The KMO value for the predictor variables in this study was 0.847 with good validity, Bartlett's spherical

test approximate chi-square value of 1946.205, degree of freedom of 276, and significance probability value of Sig=0.000<0.01, suitable for factor analysis.

3.4 Pearson (N) Correlation Analysis

Table 2: Table of correlation coefficients

		Education level	Knowledge and skills training	Level of health care	Rural cultural development	Grassroots HR organisational management	Extent of rural human resource development
Extent of rural human resource development	Pearson Correlation	.619**	.622**	.465**	.497**	.498**	1
	Sig. (two-tai-led)	.000	.000	.000	.000	.000	

(**. At 0.01 level (two-tailed), correlation significant.)

In Pearson correlation analysis, correlation coefficients below 0.29 are low correlations, 0.30-0.49 are moderate correlations, 0.50-0.69 are moderate to high correlations, and above 0.7 are high correlations. The results of the analysis in Table 2 above show that the correlation coefficients between the "influencing factors" and the "level of development" are as follows: "education level" 0.619 (P=0.000), "knowledge and skills training" 0.622 (P=0.000), "health care level" 0.465 (P=0.000), "rural cultural development" 0.497 (P=0.000), "grassroots human resource organisation management" 0.498 (P=0.000).

The results of the data show a moderate positive correlation between the "influencing factors" of rural human resource development and the "degree of development", indicating that the higher the level of development of these "influencing factors", the higher the degree of human resource development. This data value indicates that the variable factors selected for this study are feasible and that the scales developed on the basis of these variables ensure the scientific validity of the data collected.

3.5 Data Analysis

Using SPSS 25.0 analysis software, descriptive statistics, reliability tests, Pearson correlation analysis and regression analysis were used to accurately mine the data for empirical analysis.

4. Empirical Analysis

4.1 Basic Information about Xihe Town

Xihe Town, part of Xinhua County, Hunan Province, is located in the north-west. The town has an administrative area of about 154 square kilometres, with 23,000 mu of arable land and a total population of about 73,000, with a population density of 477 people per square kilometre^[32]. The town has 30 administrative villages and 2 communities, with 616 village groups; In education and culture, there is one cultural station, 53 village-level cultural activity centres, 321 kindergartens, five primary schools, three middle schools and no high schools; In health care, 2 medical and health institutions of various types and 53 outpatient clinics; In terms of industrial structure, most of the resident villagers are engaged in agricultural production, the development of secondary and tertiary industries is average, and by 2022, there will be a total of five small industrial enterprises in the town, making the industrial structure extremely unreasonable^[33].

4.2 Problems of Rural Human Resources Development in Xihe Township

4.2.1 Overall Low Overall Quality of Farmers

It is more difficult to improve the quality of rural human resources in Xihe Township in general. On the one hand, there is insufficient awareness of the main body of farmers. Not realising that they are the subjects of rural development, they are eager to enjoy themselves and are content with the status quo; On the other hand, the endogenous development momentum is insufficient. "Leaving the farm for the city" has become the preferred choice of the young and strong rural labour force, with serious brain drain and difficulties in introducing and training talents; In addition, farmers have a weak learning and accepting capacity and are mostly engaged in agricultural production and manual labour, which makes them uncompetitive for employment.

4.2.2 Weak Rural Education and Cultural Base

On the issue of education, first of all, teachers are weak. The poor level of education and training of teaching skills of teachers in the town's schools, the fact that they can start work with a certificate, the age of the teaching force, the traditional teaching methods and the lack of receptiveness; Secondly, poor teaching equipment and infrastructure, and a markedly unequal distribution of educational resources between urban and rural areas; Again, vocational education is neglected. A prejudiced attitude towards vocational education, all aimed at exam-oriented education and teaching content that is detached from rural reality; Finally, there is a lack of scientific family education. The majority of children in rural areas are left behind, and family education mainly comes from the family's elders, who generally follow "stick education" and neglect mental health.

On the issue of culture, rural cultural construction efforts are small, available funds are limited, the number of large cultural and entertainment venues is small, facilities are poor, few positive cultural and promotional activities are carried out, villagers' usual cultural and entertainment activities are limited to gossip and card games, and the cultural atmosphere is poor.

4.2.3 Inadequate Rural Healthcare System

First, the level of medical care is low, with insufficient financial investment and a shortage of highly qualified medical personnel. By 2022, there will be two public comprehensive health centres in Xihe Township, with outdated medical equipment and the phenomenon of "poor access to minor diseases and poor access to major diseases"; Secondly, medical and health knowledge is not well publicized. Villagers are not aware of regular medical check-ups and take the chance that if they don't get checked, they won't get sick; Thirdly, the cost of seeing a doctor is high and it is difficult to see a doctor. The township health center is poorly equipped, and the cost is not low, but the county and city hospitals are in good condition but far away, and the cost of seeing a doctor is even higher.

4.2.4 Farmers' Vocational Skills Training is a Mere Formality

The vocational skills training for farmers organised by the township in recent years has not been effective. On the one hand, training tends to be formalised, training for the sake of training, compulsory participation by people within the village and training as a task; On the other hand, the training lacks innovation and relevance, the training forms and contents are not innovated and improved according to the development of the times and regional differences, ignoring the differences in the villagers' literacy, skill levels and acceptability, and not playing a substantial role for the villagers themselves and their families.

4.3 Descriptive Statistics

A basic description of the respondent's gender, age, occupation, etc. The results of the specific statistical analysis are shown in Table 3 below.

Table 3: Descriptive statistics table

Category		Number of people	Percentage
Gender	Men	239	55.2%
	Women	194	44.8%
Age	15-25	85	19.6%
	26-35	118	27.3%
	36-45	94	21.7%
	46-55	81	18.7%
	55 or more	55	12.7%
Occupation	Farmers	188	43.4%
	Workers	104	24%
	Service staff	97	22.4%
	Others	44	10.2%

4.4 Multiple Regression Analysis

4.4.1 Exploring the Factors Influencing the Extent of Rural Human Resource Development

Table 4: Results of regression analysis

	Unstandardised factor B	Standardisation factor Beta	t	Significance	VIF
(Constant)	0.339		2.233	0.026	
Education level	0.253	0.282	5.295	0.000	1.942
Knowledge skills training	0.267	0.275	5.059	0.000	2.027
Level of health care	0.074	0.073	1.522	0.129	1.563
Rural cultural development	0.181	0.192	4.134	0.000	1.478
Grassroots HR organisational management	0.106	0.100	2.028	0.043	1.682
R ²	0.524				
Adjusted R ²	0.517				
F	72.029			0.000 ^b	

As shown in Table 4 above, using SPSS 25.0 software and regression analysis, the fit of the current multiple linear regression model was $R^2=0.524$ and the adjusted fit $R^2=0.517$, $F=72.029$, significance $P=0.000$, the level of significance was reached and the VIF values between both variables were less than 5. There was no problem of multicollinearity. The regression coefficients between the respective variables and the dependent variable are then interpreted in turn as follows:

The unstandardized coefficient B of "education level" is 0.253 ($t=5.295$, $p=0.000$), reaching a significant level, indicating that for every unit increase in "education level", "development level" increases by 0.253 units, which has a positive effect. "This has a positive effect, indicating that the higher the level of education, the higher the level of development. Hypothesis 1 was supported.

The unstandardized coefficient B of "knowledge and skills training" was 0.267 ($t=5.059$, $p=0.000$), which reached a significant level, indicating that for each unit increase in "knowledge and skills training", the "development degree" increased by 0.267 units. This has a positive effect, indicating that the better the knowledge and skills training, the higher the degree of development. Hypothesis 2 was supported.

The unstandardised coefficient B of 0.074 ($t=1.522$, $p=0.129>0.05$) for "level of health care" did not reach a significant level, indicating that although "level of health care" had a positive effect on "level of development" The effect of "level of health care" on "degree of development" is not significant, although it has a positive effect. Hypothesis 3 was not supported.

The unstandardised coefficient B for "rural cultural development" was 0.181 ($t=4.134$, $p=0.000$), reaching a significant level, indicating that for each unit increase in "rural cultural development", the "degree of development" "This has a positive effect, indicating that the better the rural cultural development, the higher the degree of development. Hypothesis 4 was supported.

The unstandardised coefficient B of "grassroots HR organizational management" is 0.106 ($t=2.028$, $p=0.043<0.05$), reaching a significant level, indicating that for every unit increase in "grassroots HR organizational management", the "degree of development" increases by 0.106 units. "This has a positive effect, indicating that the better the organizational management of human resources at the grassroots level, the higher the degree of development. Hypothesis 5 was supported.

4.4.2 Analysis of the Degree of Influence of the Standardised Coefficients of the Variables

Based on the results of the regression analysis in Table 4 above, and using the standardized coefficient Beta as the judgment criterion, of the four hypotheses that received support, in descending order of preference, they are: The standardized coefficient for "education level" is 0.282, for "knowledge and skills training" 0.275, for "rural cultural development" 0.192; The standardised coefficient for "grassroots human resources organisation management" is 0.100. From this it can be seen that the influencing factors that have the greatest impact on the degree of development are, in order of preference, they are: Education level, knowledge and skills training, rural culture building and

grassroots human resource organisation management.

Level of education. The level of education is the highest standardisation factor in the study, which indicates that rural human resources development cannot be separated from the effective supply of rural education. As a basic work of rural human resources development, education, in the context of comprehensively promoting rural revitalisation in the new era, must focus on the impact of the digital wave on rural society, actively build a long-term mechanism of rural education based on digitalisation, realise a balanced layout of regional high-quality educational resources, and guide the flow of high-quality educational resources to rural areas by means of education policies with the help of education digitalisation^[34].

Knowledge skills training. Knowledge skills training is the second highest standardisation factor in the study, which indicates that good knowledge skills training can effectively improve the employability and employment stability of the labour force, and that the development of vocational training is of great practical significance for the cultivation of high-quality rural talents^[35]. In the training process, it is important to tailor training to local conditions and materials, analyse the training needs of different subjects, design systematic training programmes, expand training content, and establish a scientific training evaluation system, thereby improving the effectiveness of training^[36].

Rural culture building. Rural culture building is the third highest standardised coefficient in the study, a data value that demonstrates the importance of the value of culture building in rural human resource development. As General Secretary Xi has repeatedly instructed: rural culture is the inner soul of nurturing rural talent. Currently, there are widespread problems in rural areas such as the decline of vernacular culture, the shortage of public culture and the gradual erosion of religious culture into vernacular society. For this reason, it is necessary to draw on the combined efforts of the government, society and farmers to gather the spiritual strength of the countryside, cultivate the culture of the villagers and prompt them to complete the renewal of their concepts^[37].

Rural human resource organisation management. The organizational management of rural human resources is the fourth highest standardized coefficient in the study, and this data value indicates that scientific and standardized organizational management of rural human resources can provide sufficient human resources support for economic construction and promote the countryside towards modernization^[38]. In the process of comprehensively promoting rural revitalisation, the state needs to introduce systematic policies for the optimisation of rural human resources to address the current mass exodus of the rural living population force, which has caused a huge disturbance to the development caused by the problem of human resources discontinuity in the process of comprehensive rural revitalisation^[39].

5. Conclusions and Strategies

5.1 Conclusions of the Study

Rural human resource development is a hot research topic of continuing academic interest. Through an empirical analysis of rural human resource development in Xihe township in inland China, this study found that in the process of comprehensively promoting rural revitalisation, the factors of education level, knowledge and skills training, rural cultural construction and human resource organisation and management had a significant positive effect on the degree of rural human resource development, but the effect of health care level was not significant. The overall findings of the study are as follows:

- (1) The higher the level of education in rural areas, the higher the level of human resource development.
- (2) The better the training of rural knowledge and skills, the higher the degree of human resource development.
- (3) The better the rural culture, the higher the degree of human resource development.
- (4) The better the organisation and management of human resources in rural areas, the higher the degree of human resources development.

5.2 Health Care Level Factors not Significantly Explored

The health factor is one of the most crucial factors in the development of human resources for modern people. The health factor was not significant in this study, does this mean that the health factor is not important in rural HRD? We believe that it is not unimportant, but rather that the case of this study is in a low economic and socially developed part of inland China, a factor that causes rural human resource development in the case area to be at an early stage of human resource development, and is also influenced by local cultural practices and other factors that cause this factor to be insignificant in this study.

5.3 Rural Human Resource Development Strategies in Xihe Township

The digital wave is reshaping the path of rural human resource development in the new era. For Xihe, a large inland agricultural town, rural human resource development has to step out of the traditional path and must actively explore human resource strategies that match the current digital trend^[40].

5.3.1 Accelerate the Construction of a Rural Digital Education and Training System to Guide Rural Human Resource Development to Keep up with the Wave of the Digital Economy.

The industrial structure of the town of Xihe determines that it is more difficult to optimise its economic development situation. The traditional human resource development model has resulted in wasteful and inefficient operation of educational resources on the one hand, and a mismatch between the supply and demand of human resources on the other. In view of the fact that the wave of digital economy is being deeply integrated into all areas of the national economy, and taking into account the results of the regression analysis of the current human resource development data of Xihe Township, we believe that Xihe Town needs to build a human resource data platform, establish an accurate "digital portrait" of the town's population, and precisely build a digital foundation for human resource development in the town. On this basis, in conjunction with the national strategy for comprehensive rural revitalisation and in response to the actual situation in Xihe town, a digital human resource development curriculum system is constructed, integrating relevant digital education resources and focusing on human resource development in the town as a whole. At the same time, offline education should be interactively integrated with online human resource development courses to achieve 360° development of human resources across the town and to completely break away from the shackles of the current traditional human resource development model.

5.3.2 Promote the Construction of a Comprehensive Rural Digital Healthcare System.

A digital healthcare system is the obvious choice to reduce the cost of healthcare for rural residents and improve the performance of rural healthcare resources. The case study of this study, Xihe Town, has an inadequate supply of medical infrastructure implementation facilities, a low capacity of public medical services, and overall medical services that have been operating at a low level for a long time. In the current reality of healthcare provision, we suggest that the government should vigorously promote the development of a digital healthcare system in villages. This system focuses on the following aspects: One of them is the remote digital diagnosis and treatment system. Through this system, remote quality medical resources are introduced to the countryside to improve the standard of health care and treatment for rural residents. The second is a digital health record system for rural residents. The current lack of a health record system for rural residents makes it difficult for government departments to accurately determine the health status of residents within their jurisdiction, thus preventing them from accurately addressing health problems that are common to the region and those that belong to specific groups, and thus causing the construction of an overall health protection system in the region to languish. The third is the construction of a digital platform for health consultation for rural residents. Due to the special natural and cultural environment of the countryside, it is inconvenient for residents to go to the hospital for treatment. Only through the construction of a digital health consultation platform can we help rural residents complete their daily health consultation without having to leave home, and eliminate the disease factors that may cause damage to rural human resources in a potential state.

5.3.3 Building a Rural Cultural System for the New era and Consolidating the Cultural Soil of the Rural Human Resource System.

Rural culture is the spiritual support for the development of rural human resources, and is also a soft environment for the overall improvement of the quality of rural human resources. As a typical inland

village, the cultural system of benevolence, righteousness, propriety and trust established in traditional society has gradually declined under the impact of external market-oriented development dynamics in Xihe Town. Conflicts between villagers are frequent and the evolution of village order is under great challenge. I believe that there is a need to reconstruct a new cultural order in the countryside from the perspective of anthropology and economics. On the one hand, it revives rural culture and recovers the value of vernacular culture with the guidance of socialist thought with Chinese characteristics in the new era. Revisiting the historical roots of vernacular culture and culture in the temporal dimension, following the temporal logic of cultural transmission in the present, with an eye to the future space of development, and linking it closely to the economy, society and ecology; From the values dimension, promote the traditional national culture of the agrarian civilization period, clan culture as a grip to enhance family ethics, effectively use the cohesive and edifying effect of village rules, customs and morals, and humanistic spirit, face up to the two sides of religious culture, prevent cultural erosion, and reach a consensus on ideology; In the public cultural dimension, to make up for the shortcomings of resources, to carry out all kinds of public cultural activities with substance, quality and a strong local flavor, both grounded and containing art, to establish a firm ideological position and to teach and entertain; In the talent dimension, sages have an important role in promoting rural governance, purifying the people and sustaining emotions, so tap into building a new culture of sages to provide a good human environment for talent cultivation.

On the other hand, explore new rural cultural industries. From the perspective of the market playing a fundamental role in resource allocation to further condense, recreate and promote characteristic village and town cultures, and use these regional cultural soft realities to comprehensively enhance the work capacity of poverty alleviation cadres. The town of Xihe is one of the main positions of Meishan culture and is known as the hometown of Chinese poetry and the national hometown of martial arts. It seizes the new entity economy as a major environment, deeply integrates agriculture, industry and service industry, actively develops industrial forms such as "culture + tourism" and "culture + internet", integrates the five economic development concepts, transforms cultural advantages into economic advantages, breaks the barrier of low added value of cultural products and reconstructs the new structure of rural cultural industry.

5.3.4 Accelerate the Construction of New Talent Incentive Policies to Attract Quality Human Resources Back to the Countryside and Rationalise Rural Governance Patterns.

Xihe Town is a typical inland town with a net outflow of talents, resulting in a talent gap in rural governance, which poses a huge challenge to the comprehensive revitalization of the countryside in the new era. With an eye on the new era, how to bring in and retain talented people has become a major issue in the process of comprehensive rural revitalization. We believe that in the process of building a new talent policy for inland regions like Xihe Town, we need to particularly avoid the behaviour of imitating the talent policies of developed regions and build a regional rural human resource incentive policy with its own distinctive characteristics. In this regard, government functionaries can attract high-level talents by building a shared human resources platform that can retain their original status while serving rural revitalization; To motivate skilled talents in general in rural revitalization, the government can guide them to stay in the countryside and serve the comprehensive revitalization of the countryside by giving them urban social security subsidies and policy-oriented support.

6. Conclusion

The key to the effective implementation of the policy of comprehensive rural revitalisation lies in the people. Governments at all levels need to introduce systematic human resources policies to guide all kinds of elite talents to return to the countryside and create an environment conducive to all kinds of talents to "show their talents" on the stage of rural revitalization.

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