

Research on Cultivation Strategy of E-commerce Talents in Guangxi Tea Industry under the Background of Rural Revitalization

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Abstract: In the process of comprehensively promoting rural revitalization, the development of rural e-commerce has promoted the optimization of rural economy. As one of the characteristic and advantageous agricultural industries in Guangxi, tea industry should rely on e-commerce to promote the upgrading and development of industrial structure. In order to promote the sustainable development of enterprises and improve local economic benefits, it is particularly important and urgent to develop and train the e-commerce talents. Firstly, this paper mainly analyzes the current situation of e-commerce talent development in China. Then, the writer discusses the problems existing in the cultivation of e-commerce talents in Guangxi tea industry. Finally, the author puts forward the cultivation strategy of e-commerce talents for Guangxi tea industry to better promote the development of tea industry, empowering rural revitalization and consolidating the achievements of poverty alleviation.

Keywords: Rural Revitalization; Tea Industry; E-commerce Talents; Cultivation Strategy

1. Introduction

Under the new environment and new situation, rural e-commerce has become an effective way to solve the "Agriculture, rural areas and farmers problems" and promote rural economic development. Through the introduction of e-commerce talents to rural areas, relying on e-commerce to open online sales channels for agricultural products, it will break the traditional sales pattern of agricultural products. It is necessary to extend the industrial layout, market expansion and product supply to the whole Of China, serve the national market well so as to solve the difficult to sell products and bring more employment and income channels to farmers. However, the development of e-commerce in many rural areas of China is slow, and e-commerce talents are extremely scarce, which has greatly affected the transformation and development of local rural economy. Due to a long history and wide distribution, the tea industry has become one of the characteristic and advantageous agricultural industries in Guangxi. With the development of e-commerce, the Guangxi tea industry has encountered unprecedented opportunities and challenges. It can be seen that party committees and governments at all levels in Guangxi Zhuang Autonomous Region attach great importance to the tea industry and continue to increase their support for the development of the tea industry. In the opinions on promoting the high-quality development of tea industry in Guangxi, it clearly puts forward that by 2025, the tea garden area of the whole region will be developed to about 2 million mu, the comprehensive output value of primary, secondary and tertiary industries will reach more than 70 billion yuan, and the regional competitiveness of tea industry will rank among the top 10 in China. In the era of new media marketing, Guangxi tea industry should rely on e-commerce to promote the upgrading and development of industrial structure. Through the development and training of e-commerce talents, it can further empower online and offline and promote the development of Guangxi tea industry so that it is helpful to consolidate the achievements of poverty alleviation.

2. Development Status of E-commerce Talents in China

2.1. There is a strong demand for e-commerce talents in China, with obvious regionality

From the perspective of online and offline recruitment channels, the demand for e-commerce talents in all walks of life has remained high in recent years. It can be seen that the posts in demand for e-commerce talents mainly include six categories: product, technology, market and sales, design,

operation and function, etc. Among them, the popular posts are mainly concentrated in operation, development, products, web pages and promotion. Especially after the outbreak of COVID-19 in early 2020, many offline consumer scenarios were in a state of "interruption". The outbreak of online shopping accelerated the innovation and iteration of the live broadcasting industry, as a result the live broadcast of e-commerce became the main force of online shopping. In addition, the distribution and demand of e-commerce talents in China also have obvious regionality, especially the first tier cities such as Beijing, Shanghai, Guangzhou, Shenzhen, Hangzhou and Nanjing which have absolute development advantages.

Of course, there are also problems such as the following: First of all, the training method is relatively single. Due to the strong practical influence of the e-commerce industry, the mainstream training mode of the e-commerce industry is still by taking the old with the new^[1]. While we all know that the training method is greatly influenced by subjective human factors, which mainly depends on the level of the old employees and their willingness to impart knowledge so that the controllability of the training effect is low. Second, the overall quality of e-commerce practitioners needs to be improved. At present, the e-commerce industry as a whole focuses on ability and ignores education. According to incomplete statistics, 90% of the employees' education is concentrated in junior college and undergraduate, and only 10% of the employees have master's degree or above. Even 30% of enterprises think that education is not important and the key depends on ability. However, with the anomie of words and deeds of e-commerce anchor personnel, data fraud, frequent occurrence of fake and shoddy goods and other problems, especially the development of cross-border e-commerce in recent years, it has higher requirements for the knowledge, skills and overall quality of e-commerce practitioners so as to cultivate compound application talents.

2.2. The Cultivation of Rural E-commerce Talents in China is in The Primary Stage

In the new era, with the deepening of rural e-commerce, it has effectively promoted the healthier development of rural economy. However, e-commerce in rural areas of China is still in the primary stage and the cultivation of e-commerce talents is not mature. The main reasons are as follows:

Firstly, the information and social environment for the development of rural e-commerce is not perfect. On the whole, the application level of Internet information technology in most rural areas of China is still relatively low. What's more the relevant infrastructure construction lags behind. These factors hinder the smooth development of rural e-commerce activities to a great extent. Secondly, the lack of e-commerce professionals has brought a series of practical problems, such as unscientific and unreasonable website design and cumbersome operation, resulting in the generally low service quality of e-commerce. At last, with the continuous acceleration of China's urbanization construction process, a large number of rural young labor force have poured into the city, resulting in an obvious aging phenomenon in many rural areas. What's worse, the lack of rural e-commerce talents become further serious, affecting the efficiency of the development of e-commerce activities in rural areas^[2].

3. Problems Existing in The Cultivation of E-commerce Talents in Guangxi Tea Industry

3.1. The Training Mode of E-commerce Talents in Guangxi Tea Industry is Single and Lagging Behind

With the development of e-commerce in Guangxi tea industry, both the government and industry enterprises have invested a lot of resources and carried out various training. However the overall effect is poor which is mainly for the following two reasons: First, the training mode is "simple and rough". In the process of talent training, it is more inclined to the level of theory and technology application so that it is divorced from the actual situation of rural and tea industry development, resulting in the structural contradiction between supply and demand. Second, it lacks systematicness. Although there are many daily training classes, they are subjective and arbitrary. To be honest, Guangxi tea industry has not formed a systematic and perfect e-commerce training system at present. There is a lack of training practice, scheme and teachers, which objectively reflects the incompatibility between the existing talent training method and the talents required by e-commerce in Guangxi tea industry.

3.2. Farmers in Guangxi Have Insufficient Understanding of The Development and Application of E-commerce in The Tea Industry.

In practice, whether from the perspective of consumers or providers, the recognition of users will directly affect the development of e-commerce. Obviously, the geographical advantages of the five tea producing areas in Western Guangxi, southern Guangxi, Central Guangxi, Eastern Guangxi and Northern Guangxi are insufficient. The main production base is far away from the county so that the construction of rural e-commerce base is slow. At the same time, many farmers do not recognize and support e-commerce. What's worse, due to geographical and other practical problems, it is difficult to attract high-end technical talents, which makes professional e-commerce talents unable to gain a foothold in these areas, resulting in the lack of practical ability of many marketing strategies and difficult to achieve the expected results.

3.3. Insufficient Stamina for The Development of E-commerce Talents in Guangxi Tea Industry

Now the main problem faced by the development of e-commerce in Guangxi tea industry is the lack of stamina for the development of talents. As one of the characteristic and advantageous agricultural industries in Guangxi, the government has given strong support to the tea industry, both in terms of policy and resource matching. In fact, there are still some people engaged in rural e-commerce in Guangxi, and most of them are professional students with certain experience or higher education, especially those who return home for development. Generally speaking, they have a clear understanding of local economic development and have relevant e-commerce professional knowledge. We have to admit that it will be effectively to improve the development height of rural e-commerce if such talents are given full play. However, it is affected by factors such as the gap between urban and rural development and the future career development space of industries and individuals. As a result, there are limited e-commerce talents who are willing to stay in Guangxi and engage in tea industry. More seriously, the cross regional and cross industry flow and loss of e-commerce talents is very pressing, which has a great impact on the development of e-commerce enterprises in Guangxi tea industry.

4. Cultivation Strategy of E-commerce Talents in Guangxi Tea Industry under The Background of Rural Revitalization

4.1. Increasing Policy Support and Improving the Attraction of County Talents

In recent years, the Guangxi government has indeed attached great importance to the development of the tea industry. For example, by issuing a series of policy support and increasing resource investment, it has also achieved certain results which continuously promoted the optimization and upgrading of the tea industry structure. The next step is to continue to strengthen the training of rural e-commerce talents and effectively promote the sustainable and healthy development of regional rural economy. First of all, it is necessary to make actively use and implement of the policies of national and local government departments. Most of the tea industry development bases in Guangxi belong to regions with relatively backward economic development in which especially lacks high-level talents in both management and technology. Therefore, the development of e-commerce in Guangxi tea industry must be guided and promoted by local government departments who should continue to strengthen the construction of network technology in rural areas and the construction of information service platform so as to promote the construction of e-commerce base. At the same time, it is helpful to carry out e-commerce training for tea farmers and other farmers according to time and place so that it can encourage and guide them to actively use the network and timely understand the dynamics of market conditions. Thus, the farmers can use the online platform to develop the online sales channels of relevant agricultural products such as tea. What's more, governments and enterprises at all levels should actively improve the construction of talent system and formulate targeted, coherent and sustainable talent introduction and incentive policies. For example, e-commerce talents who meet the introduction of talents or meet certain conditions will be given relevant subsidies and rewards, and the welfare benefits in housing, medical treatment and education will be further improved to attract more e-commerce talents to participate in the e-commerce development and construction of Guangxi tea industry. As a result, it will lay a good foundation for promoting local economic development.

4.2. Clarifying the Training Objectives of E-commerce Talents in Guangxi Tea Industry

Relying on the e-commerce development demand of Guangxi tea industry and the current situation and characteristics of regional economic development in Guangxi, it will be conducive to clarify the training objectives of e-commerce professionals. In the process of implementation, it is emphasized to take the overall quality as the guidance and base on the actual operation environment of rural e-commerce. In particular, local colleges and universities should integrate the industrial layout and comprehensively consider serving the regional economic development.

Though dynamically adjusting the training objectives of e-commerce professionals, it can realize the effective connection between the output of high-quality e-commerce talents and the needs of local tea industry. In order to better promote the high-quality development of e-commerce in many fields in Guangxi, the construction of e-commerce major in Colleges and universities should clarify the professional construction objectives and service groups, and actively connect the industrial development. Aiming at the construction one ASEAN and the "one belt, one road", closely following the new format and new mode of e-commerce development, it is a good choice to deepen the cooperation between schools and enterprises. By taking the interest chain of "project + talent + technology" as a link, it helps to cultivate high-quality composite application talents who can grasp the development trend of rural electric business and meet the requirements of various posts of rural electric providers so as to serve the regional economic development of Guangxi.

4.3. Creating a New Training Mode of E-commerce Talents in Guangxi Tea Industry

On the one hand, we need to actively build and improve the collaborative education mode of government, enterprises and schools. Government departments actively guide vocational colleges and tea enterprises in the region to carry out joint training, and strengthen the cooperation between Vocational Colleges and tea enterprises, agricultural products e-commerce platforms and district and county supply and marketing cooperatives. According to the talent demand characteristics of the development of e-commerce in the local tea industry, we can cultivate different types of talents such as product, design, marketing, operation and technology, and explore the talent cultivation direction of e-commerce. In the training process, we can enrich the training methods, such as practical training, fixed position practice and the combination of industry, University and research. On the other hand, it is obliged to promote the localization of e-commerce talents in an all-round way. Objectively speaking, the household tea production mode still accounts for a relatively high proportion of local tea production in Guangxi so that we should strengthen efforts to turn local farmers into e-commerce practitioners^[3]. The government can strengthen daily guidance, such as holding relevant theme lectures and introducing the relevant knowledge of e-commerce and "agriculture + e-commerce" to local tea farmers. By showing the development achievements of other advanced areas, it can improve the willingness of tea farmers to participate in rural e-commerce and then select appropriate personnel to carry out tea e-commerce training in different modes and teaching materials. Among them, we should focus on the development of young and middle-aged people as the backbone of the development of tea e-commerce, which will effectively promote the development of tea e-commerce in Guangxi.

4.4. Connecting with Regional Economic and Industrial Needs, Optimizing and Improving the E-commerce Curriculum System

Combined with the development characteristics of Guangxi tea industry and the characteristics of talent demand, we should actively optimize and improve the relevant e-commerce curriculum system, striving to cultivate high-quality practical and highly skilled talents. For example, the curriculum system should include not only professional knowledge and technology of e-commerce, but also courses on tea related products and local regional market economy. On the basis of being familiar with tea agricultural products and their service characteristics, we should further master the market law and risk estimation ability of agricultural products, which is better to carry out e-commerce business with the help of major e-commerce platforms, including opening stores and daily maintenance, to effectively build online and offline sales channels. Therefore, we should promote the reform of the existing e-commerce teaching system. For instance, we can take the post demand and rural e-commerce skill requirements as the basis, taking the project as the guidance. Then we should strengthen practical teaching to form a perfect e-commerce curriculum system^[4].

5. Conclusion

Obviously, the emergence and development of rural e-commerce conform to the development of economy and society. Cultivating farmers' e-commerce talents under the background of Rural Revitalization Strategy is conducive to solving the problems of agriculture, rural areas and farmers, which is meaningful to drive the development of rural economy and rural e-commerce, and expand the economic benefits of agriculture^[5]. In recent years, the development of e-commerce in Guangxi tea industry has been slow due to the lack of e-commerce talents. Therefore, in order to catch the fast train of the times, we must cultivate and introduce more e-commerce talents. In view of the current government support, customization of training mode, software and hardware facilities and other problems, we should take some targeted countermeasures according to local conditions. At the same time, in the process of Cultivating Farmers' e-commerce talents, we should give full play to the leading role of the government and the practical training role of relevant training institutions, and change the old ideas of local tea farmers. In a word, we should promote the cultivation of e-commerce talents in the tea industry from many aspects which is useful to escort the steady development of e-commerce in the tea industry and lay the foundation for the development of e-commerce of other agricultural products in Guangxi.

Acknowledgements

2022 Guangxi University middle-aged and young teachers' scientific research basic ability improvement project; Project Name: Research on the development mode of e-commerce helping Guangxi tea industry under the background of Rural Revitalization (Project No.: 2022ky0974)

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