

Innovation and Practical Exploration of Industry-Education Integration Mode under the Background of Rural Revitalization

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Abstract: This article explores the importance, existing problems, and challenges of the industry-education integration mode under the background of rural revitalization, and proposes corresponding practical paths, including the alignment of rural industries and educational resources, practical exploration of rural talent cultivation, and attempts to integrate rural culture and education. Through the implementation of these practical paths, it aims to promote the innovative development of the industry-education integration mode under the background of rural revitalization, providing strong support for the prosperity of rural economy, culture, and education. The innovation and practice of the industry-education integration mode are of great significance for promoting rural revitalization, which can effectively enhance the core competitiveness of rural industries, cultivate high-quality talents that meet market demands, and inherit and promote rural culture.

1. Introduction

As an important strategy for the development of China's agricultural and rural areas in the new era, rural revitalization aims to promote the optimization and upgrading of rural industrial structure, promote the continuous growth of farmers' income, and achieve comprehensive progress in rural society. In this process, education plays an irreplaceable role as an important force for talent cultivation, cultural inheritance, and innovation promotion. Industry-education integration, as a model that closely integrates education and industry, has special significance for promoting rural revitalization. Although China's rural vocational education and higher education have achieved certain results in talent cultivation and technological innovation, there are still some problems. Therefore, how to promote the innovation and practice of the industry-education integration mode under the background of rural revitalization has become an urgent issue to be addressed.

2. Theoretical Basis

2.1 The Interactive Relationship between Education and Industry

The interactive relationship between education and industry has always been one of the focuses

of academic research. In the field of education, higher education and vocational education, as the cradle of talent cultivation, continuously provide the society with talents equipped with professional knowledge and practical skills. These talents are essential supports for industrial development^[1]. The needs and changes of the industry, in turn, affect the direction and content of education, promoting the updating and reform of the education system. This interactive relationship between education and industry not only promotes the cultivation and flow of talents but also drives the optimization and upgrading of industrial structure. Under the background of rural revitalization, the interactive relationship between education and industry is particularly important. The development of rural economy requires the support of high-quality talents, and rural education is the key to cultivating these talents. At the same time, the development of rural industries also provides more practical opportunities and employment channels for rural education, promoting the diversification and specialization of rural education. Therefore, how to strengthen the interaction between education and industry and promote industry-education integration has become an important issue in rural revitalization.

2.2 The Relevance between Rural Revitalization and Industry-Education Integration

Rural revitalization is an essential part of the national development strategy, aiming to promote the comprehensive development of rural economy, culture, and society. In the process of rural revitalization, industry is the core, and talent is the key^[2]. As an effective talent cultivation model, industry-education integration can closely integrate education with industry, providing strong talent support for rural revitalization. Through industry-education integration, advanced technology and management experience can be introduced to enhance the competitiveness and added value of rural industries, promoting the transformation and upgrading of rural economy from traditional agriculture to modern agriculture, industry, and service industry. Industry-education integration can also provide continuous talent support for rural industries, driving their sustainable development. Additionally, industry-education integration enables the participation of industry enterprises and technical experts in rural education, providing practical teaching resources and vocational education training for rural schools, improving students' practical abilities and employment competitiveness. It also promotes the diversification and specialization of rural education, meeting the diverse needs of rural economic development.

3. The necessity of innovation in the industry-education integration model

With the continuous development of the rural economy, the demand for high-quality and professional talents in rural industries is growing. Traditional education models tend to focus on the imparting of theoretical knowledge, lacking the cultivation of practical skills, which leads to a certain degree of disconnection between educational outcomes and industrial needs. Therefore, the innovation of the industry-education integration model can effectively integrate educational and industrial resources, combine theoretical learning with practical operation, and cultivate high-quality talents that are more in line with the needs of rural industries^[3]. With the progress of technology and the development of the industry, rural industries are developing towards diversification, intelligence, and greening, which puts forward higher requirements for the comprehensive quality and innovation ability of talents. The innovation of the industry-education integration model can promote technological innovation and product upgrading in rural industries by introducing new technologies, new processes, and new models, thereby enhancing the competitiveness and added value of rural industries. Traditional education models often have problems such as monotonous teaching content and outdated teaching methods, which are difficult to adapt to the needs of the times. The innovation of the industry-education integration model can

promote the reform and innovation of the education system, introduce more industry enterprises to participate in the talent cultivation process, achieve the sharing and complementarity of school-enterprise resources, and promote the improvement of education quality and the diversification of talent cultivation. The innovation of the industry-education integration model is also an important way to achieve the strategic goal of rural revitalization. Rural revitalization is a systematic project that requires the coordinated cooperation and joint efforts of various resources. The innovation of the industry-education integration model can promote the comprehensive development of rural economy, culture, and society through talent cultivation, technological innovation, industrial integration, and other ways, providing strong support for achieving the strategic goal of rural revitalization.

4. Current problems and challenges in the industry-education integration model

The industry-education integration mechanism is not yet perfect. Currently, cooperation between schools and enterprises is mostly based on short-term interests, lacking a long-term and stable cooperation mechanism. This imperfection in the mechanism makes it difficult for industry-education integration to form a scale effect and sustainable driving force. On one hand, enterprises' enthusiasm for participating in industry-education integration is not high, often lacking motivation due to the lack of clear policy support and profit return. On the other hand, schools lack sufficient understanding of industry-education integration and the willingness and ability to cooperate deeply with enterprises. The industry-education integration model lacks effective policy support. The government plays an important role in promoting industry-education integration, but the current policy system is still imperfect, lacking specific policy guidance and support measures. The government lacks clear policy guidance in terms of financial support, tax relief, talent cultivation, etc., which makes it difficult for enterprises and schools to obtain substantial policy dividends, further affecting the enthusiasm for industry-education integration. The industry-education integration model has the problem of information asymmetry. Enterprises have richer resources and information in terms of market and technology, while schools lack sufficient understanding of market demand and industry development trends. This information asymmetry makes it difficult for schools to align with market demand in terms of major setting, curriculum arrangement, etc., thus affecting the quality and effectiveness of talent cultivation. Currently, the industry-education integration model mainly focuses on the cultivation of skilled talents, neglecting the cultivation of innovative talents. In the context of rural revitalization, innovative talents are crucial for promoting the upgrading and transformation of rural industries. Therefore, how to strengthen the cultivation of innovative talents in the industry-education integration model is one of the important challenges currently faced.

5. Practical Path of Industry-Education Integration under the Background of Rural Revitalization

5.1 Alignment of Rural Industries and Educational Resources

The government should strengthen the alignment of rural industries and educational resources, and conduct overall planning for them, clarifying their respective positioning and development directions. It should also adjust and optimize the layout of educational resources according to the characteristics and needs of rural industries to ensure that educational resources can better serve the development of rural industries. Promoting deep cooperation between schools and enterprises is an important way to achieve the alignment of rural industries and educational resources. Schools and enterprises should establish close cooperative relations to jointly carry out activities such as talent

cultivation, technology research and development, and product promotion. For example, schools can build training bases and laboratories with enterprises to provide more practical opportunities for students. Enterprises can provide internship and employment opportunities for students to help them better understand market demand and industry development trends. Introducing industry experts and technical talents to participate in rural education is also an effective way to achieve the alignment of educational resources and rural industries. Schools can hire industry experts and technical talents as part-time teachers or visiting professors to impart cutting-edge knowledge and practical experience to students. They can also invite representatives from enterprises to participate in the school's teaching management and curriculum setting to ensure that teaching content keeps pace with market demand. Policies and financial support can be used to promote the alignment of rural industries and educational resources. The government can introduce relevant policies to encourage and support schools and enterprises to carry out school-enterprise cooperation. Special funds can also be set up to support the implementation and promotion of industry-education integration projects. These measures will help stimulate the enthusiasm of schools and enterprises and promote the deep integration of rural industries and educational resources.

5.2 Practical Exploration of Rural Talent Cultivation

Schools should adjust and optimize talent cultivation programs based on the actual needs of rural industrial development. Schools should have a deep understanding of the development trends and talent needs of rural industries, combine local resource advantages and industrial characteristics, and formulate targeted talent cultivation programs. For example, with the rise of rural tourism, relevant courses such as tourism management and hotel services can be offered, focusing on cultivating students' practical abilities and innovative spirits. Schools should strengthen their cooperation with enterprises and build an 'order-based' talent cultivation model. Schools can sign talent cultivation agreements with enterprises, customize course content and teaching methods according to the needs of enterprises, and achieve precise alignment between talent cultivation and industrial needs. This "order-based" cultivation model can not only solve the problem of talent shortage in enterprises but also improve students' employment competitiveness and adaptability. The government should encourage and support the cultivation and excavation of local talents in rural areas. Rural areas are rich in local talent resources who are familiar with local culture and industrial characteristics and are an important force for rural revitalization. Therefore, in the practical exploration of the industry-education integration model, attention should be paid to the cultivation and excavation of local talents, providing more learning and practical opportunities to stimulate their innovative spirit and entrepreneurial enthusiasm. The government should introduce relevant policies to encourage and support schools and enterprises to carry out rural talent cultivation work, provide necessary financial support and policy concessions, and strengthen investment and construction in rural education to improve the quality and level of rural education and provide better educational resources and environments for rural talent cultivation.

5.3 Attempt of Integration of Rural Culture and Education

Schools should deeply explore the connotations and values of rural culture and integrate them into education and teaching. Rural culture contains rich historical, traditional, and folk elements, which are valuable educational resources. Schools can offer relevant courses and invite local cultural experts or inheritors to teach, allowing students to understand and identify with rural culture while inspiring their enthusiasm for inheriting and promoting rural culture. Schools should utilize rural culture to carry out special educational activities. Combining the characteristics of rural culture, schools can organize various special educational activities such as farming experience,

handicraft making, and folk art performances. These activities can not only enable students to learn and experience rural culture in practice but also cultivate their practical abilities and innovative spirits. Schools should strengthen the two-way interaction between rural culture and education, focusing not only on inheriting and promoting rural culture, but also on cultivating students' cultural literacy and aesthetic abilities. While inheriting and promoting rural culture, it is also necessary to focus on cultivating students' cultural literacy and aesthetic abilities. Schools can organize students to participate in practical activities such as rural cultural protection, inheritance, and innovation, allowing them to experience the charm of rural culture in practice while cultivating their cultural responsibility and mission. All parties such as the government, schools, and communities should participate in establishing a long-term rural culture and education cooperation mechanism, promoting the deep integration of rural culture and education through policy guidance, financial support, and resource sharing. Additionally, it is necessary to strengthen the construction of evaluation and feedback mechanisms for rural cultural education to ensure its quality and effectiveness.

6. Conclusion

Under the background of rural revitalization, the innovation and practice of the industry-education integration model are of great significance in promoting the comprehensive development of rural economy, culture, and education. Industry-education integration can not only promote the optimization and upgrading of the rural industrial structure, enhance the core competitiveness of the rural economy, but also cultivate a group of high-quality talents that meet market demands for rural areas, providing strong talent support for rural revitalization. The innovation and practice of the industry-education integration model is a long-term and complex process that requires continuous efforts from all parties. Further research and exploration of the industry-education integration model should be strengthened to continuously improve its theoretical system and practical mechanism, providing more solid talent support and intellectual security for rural revitalization. Additionally, emphasis should be placed on cultivating innovative talents, encouraging and supporting young talents to play an active role in rural revitalization, and injecting new vitality into the sustainable development of rural areas.

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