

Research on the Development of Elderly People's Power Resources in the Context of Rural Revitalization Strategy

-- Taking Xiyang Ethnic Yi in Jinning District, Kunming City as an Example

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Abstract

The implementation of rural revitalization strategy is a major decision made by the 19th National Congress of the Communist Party of China, a major historical task to build a well-off society and a modern socialist country, and the general grasp of the work of "three rural areas" in the new era. In terms of the actual work of the grassroots, the greatest shortage of rural work is talent, the brain drain and talent can not stay here, plagued and restricted the promotion of grassroots work and the development of rural society. How to develop a large number of "left-behind" manpower in a scientific and reasonable way to create stable talents for rural areas has become a major breakthrough in solving "hollowing out". Understanding the "left-behind" elderly people in rural areas with potential for development and studying the scientific and feasible countermeasures for their development is not only the best choice to protect villages, but also gives theoretical guidance for talent revitalization to a certain extent, which has certain theoretical and reference significance for rural revitalization in China. Based on the research of Yiyang Ethnic Yi, this paper focuses on the problems and causes encountered in the process of elderly people's human resources development, conducts in-depth analysis, and finally gives scientific and reasonable countermeasures and suggestions for the development of elderly people's human resources in the context of rural revitalization strategy.

Keywords

Elderly People; Human Resource Development; Countermeasures and Suggestions.

1. Introduction

Under the dual effect of continuous population aging and accelerated transfer of rural labor to developed areas and cities, Xi Yang Ethnic Yi is also facing the problem of insufficient rural labor resources, and the solution to this problem needs to be examined in the context of aging, and the development and utilization of rural elderly labor resources will be the key to solve the shortage of labor resources. In the current context of rural revitalization development, rural tourism has become an important way and means to promote rural revitalization and rural poverty alleviation, and the development and utilization of rural elderly people's labor resources can provide labor resources for the development of rural tourism, which in turn will also provide development ideas to promote the process of rural revitalization in Yiyang Ethnic Yi. In addition, the development of elderly labor resources is also conducive to the cultivation of professional farmers and the expansion of the coverage of professional farmers. To this end, a survey was conducted in six villages in Xiyang Ethnic Yi to analyze the current situation and problems of rural elderly people's resources, and to find strategies to solve the problems and

provide countermeasures and suggestions to promote the development of rural elderly people's resources and promote regional rural economic and social development.

2. Difficulties Faced in the Process of Developing the Power Resources of the Elderly in Xiyang Ethnic Yi

2.1. Inconvenient Transportation, Poor Access to Continued Employment and Job Shortage

Xiyang Ethnic Yi in the southwest of Jining County, about 65 kilometers from the county capital Kunyang, is one of the two ethnic minority townships in Jining County. Xiyang Ethnic Yi has a complex terrain, with the highest elevation of the Thunder Mountain in the east and the lowest elevation of the Little Slate River in the river valley, with a difference of 1,223 meters in height, forming a unique three-dimensional climate of the community. The complex terrain causes inconvenience in transportation and also makes the mobility of permanent villagers low, and most of the work is confined to the township. In addition to the regular farming season of the year, villagers are also trying to find other jobs in their leisure time, but it is difficult to find other stable jobs in the village except for the harvesting and tending of crops and special cash crops. The village has only primary industry, and secondary and tertiary industries have not yet been developed. The majority of the villagers (basically the middle-aged and elderly) spend more than half of the year not working or working in agriculture, but sitting idle at home.

2.2. Discrimination of External Concept and Pressure of Internal Resistance

Some middle-aged and elderly people have tried to work in nearby villages or factories a little farther away, but due to the influence of the traditional concept of "old people can take care of themselves", family members' discouragement, villagers' comments and employers' amplification of the "useless theory" of the elderly, it is difficult for the elderly to find suitable jobs. Even if some of the elderly find jobs, the wages are low and the traditional concept of "responsibility" of the elderly to take care of their grandchildren, and the subjective pressure and influence of their children and other family members again create serious resistance to the employment of the elderly. At present, only traditional farming activities are considered to be affordable and desirable for the elderly in China's rural areas, but other than that, they are considered to be unreasonable, unfeasible and undesirable.

2.3. The Mismatch between Supply and Demand of Jobs and the Low Matching Degree

In this paper, the author visited eleven villages in Xiyang Ethnic Yi and conducted interviews or questionnaires with nearly 400 villagers over the age of 50, and found that the elderly people living in Xiyang Ethnic Yi are generally in better health than those in other areas (especially in urban areas) because of their year-round farming work, reasonable living habits and diet, and the special geographical environment that nourishes their bodies.). Many villagers in the village can still do basic field work at the age of 70. However, the single rural industry and the lack of supply and demand for jobs have made the elderly in the village "good" at fishing, collecting mushrooms in the mountains and picking wild mushrooms in the mountains in their spare time. The collected mushrooms are classified by species, and the highest can reach 400 to 500 yuan a catty. But the elderly people lack the awareness to transform the labor force that these skills can provide into jobs and work. Many elderly people have good "skills", but they can't get a good "career".

2.4. Scarcity of Continuing Employment Resources in the Villages

Xiyang Ethnic Yi is not only one of the two few ethnic minority townships in Jinning District, Kunming, but also has rich natural resources: the ancient Tea Horse Road, the Red Guerrilla

Warfare Revolutionary Base, and the Hometown of Dinosaurs in China However, these local culture and natural resources have not yet been reasonably developed, and the national protection policy for culture and natural resources, excessive protection and restriction has to a certain extent formed resistance to the provision of employment resources, the advantages of culture and natural resources have not been reasonably transformed into employment resources, resulting in the scarcity of employment resources for villagers in the village. The scarcity of employment resources for the re-employment of the elderly is also formed another invisible problem.

3. The Dilemma of Elderly People's Power Resources Development in Xi Yang Ethnic Yi Causes

3.1. The Government has not Improved and Sound Relevant Policies and Regulations

The survey learned that, on the one hand, the rich natural, geographical and cultural resources of Xi Yang Ethnic Yi, the local government is to give attention and attention, but in the development of the lack of a complete policy system. Whether it is the construction of the exhibition hall of the dinosaur township or the construction of the red tourism base is stuck in the combing and integration of resources, without the support of policies and regulations, resulting in the whole project, especially for the later construction and project promotion effectiveness is very low; on the other hand, the current national or local government for the re-employment of the elderly or the development of the elderly force resources lack of sufficient attention, no specific policies and regulations There are no specific policies and regulations to promote. At the present stage, only the village committee has shifted its attention to the elderly people left in the village because of the lack of young and middle-aged labor force in the village, trying to develop other industries in the village through the development of the power resources of the elderly people left in the village in order to achieve economic growth, rather than really trying to promote rural revitalization. But this lack of effort to develop is, after all, resistant and inefficient. At the same time, the implementation of education for the elderly is relatively weak, and some training for the elderly in the village is also done by the village committee or villagers on their own initiative, which lacks authority, comprehensiveness and scientificity, so the effectiveness is self-evident.

3.2. The Elderly Themselves Weak Awareness and Quality is not High

More than two-thirds of the elderly people left behind in Xiyang Ethnic Yi have never worked outside since birth - working time accumulated more than one year, so their lives are mainly in the village where they live, rarely personally to contact the outside world, and the fields for a lifetime, it is inevitable that the concept of some solidification and backwardness; and the reality of the impact of regional conditions, but also resulting in them and the modern town In addition, many middle-aged and elderly people do not have a high level of education, not to mention the relatively isolated traffic in mountain villages, which also leads to the low level of cultural quality and learning ability of these elderly people, and the awareness of accepting new culture, new things and new ideas is weak, and they have the idea that they can live their lives by holding on to "one mu of land". They have the idea that they can live their whole life by holding on to "one mu of land", and they do not necessarily want to be employed. In view of the above factors, it is not difficult to obtain that there is a long way to go to make these left-behind elderly people accept new jobs and new lifestyles, and there must be a sustainable long-term mechanism.

3.3. Delay and Lack of Social Adaptation

On the one hand, "respecting the old and loving the young" has always been a traditional virtue in China, and "old people have a sense of security" also implies that the elderly should return to their families and enjoy the happiness of their families. It is a common belief in society that the elderly are no longer fit to stay in the workplace because of their physical strength and memory deterioration, which has led to age discrimination in employment. However, China is facing the dilemma of "aging before preparation" and "aging before wealth", which has led to the failure to adjust, change and adapt to the employment concept of the elderly in time. On the other hand, due to the influence and constraints of various concepts within the family, more and more young people have to go out to work in order to support their families, and it is reasonable to think that the elderly should take over the care of the children left behind, so the young people are also opposed to the employment of the elderly, which has created a great resistance to the employment of the elderly. Age employment discrimination and intergenerational non-support naturally indicate the overall attitude of society toward the re-employment of the elderly, and also reflect that China is currently not fully prepared to meet and respond to the aging society.

4. Countermeasures and Suggestions for the Development of Elderly People's Power Resources in Yiyang Ethnic Yi under the Background of Rural Revitalization

4.1. Giving Play to the Guiding Role of the Government and Establishing Sound Relevant Laws and Regulations

For the current development of elderly power resources, we should give full play to the guiding role of the government, set up a local rural revitalization office according to local characteristics, set up a professional team to implement relevant policies or measures, give full play to the residual energy of elderly power resources, and adhere to the road of sustainable development; at the same time, we should improve the construction of relevant laws and regulations, and learn relevant experience from developed countries such as Japan, the United States and Canada. At the same time, we should improve the construction of relevant laws and regulations, learn from the successful experience of Japan, the United States and Canada and other developed countries, establish relevant supporting laws and regulations for the development of the power resources of the elderly, and eliminate some social prejudices through laws and regulations. More importantly, the government should also establish a lifelong education system to improve the cultural, professional and vocational levels and literacy of the elderly, and improve their overall quality, so that they can continuously recharge and improve themselves, so that they can better engage in new jobs in re-employment and improve their adaptability to society, and also improve the concept of the elderly to accept new knowledge, new ideas and new things, thus improving the life of the elderly. quality, promote the revitalization of the countryside and the development of the elderly power resources.

4.2. Enhance the Market-Oriented Role to Promote Industrial, Ecological and Cultural Revitalization

In addition to the main guiding role of the government, the guiding role of the market should not be ignored. The market can inject fresh blood in the development and promotion of the industry, and is the main force in the promotion of the industry. The development of industries can create more jobs, and also create specific jobs for the elderly. The development of diversified industries not only protects the ecology, but also encourages the market and enterprises to participate in the promotion of cultural tourism industry, and also provides more employment opportunities in the tertiary industry. Local villagers, especially the elderly, can also participate in the re-employment of the tertiary industry, and their knowledge and

inheritance of local history and culture can be used to their advantage, as well as reducing their dependence on manual labor, which can be considered a multi-benefit. In these projects carried out, the vast majority of positions are competent and very suitable for the elderly, but because the elderly are relatively weak in collecting and using information resources, the market can establish a market of elderly power resources and give the elderly a platform where they can seek suitable jobs with high efficiency through on-site recruitment and publicity around the village. In addition, building a community activity platform for the elderly gives the local culture an environment to play. Through commercial incentives, the elderly can be encouraged to show themselves on the community activity platform and perform local cultural characteristic programs, which will pass on the culture and at the same time show their own value, increasing the carrier and form for the elderly power resource development, and at the same time will certainly promote the revitalization of the countryside.

4.3. Actively Create a Good Atmosphere, Change Traditional Concepts and Realize Talent Revitalization

In addition to government guidance and market leadership, the elderly themselves should actively participate in the development of power resources for the elderly, so that multiple parties can work together to promote the development of power resources for the elderly, realize the revitalization of talents and provide manpower support for rural revitalization. First of all, we should make the old people's concept change, and they should not give up the idea of trying to "do something for the elderly" because of the traditional concept of "old age", but should actively and bravely face the glorious idea of realizing the value of their life and playing their spare energy. At the same time, the village committee should step up publicity to inject the concept that the elderly can hold up a piece of heaven and become the main force of rural revitalization and industrial revitalization into the hearts of every elderly person who wants to be employed again, so that the elderly will have the motivation, vitality, courage and confidence to join the grand plan of rural revitalization; for rural areas with strong cultural characteristics, the village committee should assist the market and the government to create a brand. "Cultural Living Treasures for the Elderly", give professional training and authorization to the elderly with cultural foundation, and let them act as the inheritance carrier in the village, so that the rural revitalization strategy will be in the minds of the elderly, so that they will have the sense of ownership, play their subjective initiative well, actively become the talents of cultural inheritance, and spread the local culture better out, and at the same time actively re-employ and participate in rural revitalization.

5. Conclusion

Most of the rural areas have a good natural environment, and to a certain extent have superior conservation value as well as cultural value. They also have a large number of cultural relics and monuments, and contain a unique local culture and simple customs. However, these villages are disappearing on a large scale and decaying. Therefore, it is extremely important to preserve the characteristics of the countryside and the culture of its villages. The preservation and development of villages can contribute to the rapid transformation of society and enhance the value of traditional culture to a certain extent. The revitalization of elderly people's talent can enable the transmission of these valuable national characteristics, traditional culture and spiritual civilization. Through the development of elderly resources, we can provide a new idea and method for rural revitalization, improve the quality of life of the elderly left behind, and promote the development of regional economy.

The research on the development of elderly people's power resources in rural areas is of great significance: (1) to improve the quality of life and life value of elderly people, and promote their lifelong and comprehensive development; (2) to improve the ability of elderly people to survive

and develop, to alleviate the social contradictions caused by the rising dependency ratio of population, and to realize positive aging; (3) to promote the transformation of elderly people's power resources into talent resources, to realize talent revitalization, and to promote social and economic development; (4) (4) to contribute to industrial revitalization through the development of special agriculture and tourism; (5) to promote the protection and development of rural areas, ecological and cultural revitalization, and finally rural revitalization.

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