

# Typical Models, Practical Challenges, and Optimization Pathways for Young Party Members' Participation in Rural Revitalization

—A Case Study of 22 Counties in Mountainous and Island Regions of Zhejiang Province

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## Abstract

Rural revitalization is crucial for common prosperity, driven by the red gene. Young Party members are vital human capital for rural development, activating legacy and promoting modernization. Previous studies addressed status and factors but lacked pattern exploration. Examining young Party members' models enhances industry integration, boosts the rural economy, and fosters cultural prosperity. This study utilizes Zhejiang's representativeness in rural revitalization. With a framework integrating New Public Service Theory and Elite Circulation Coupling, it employs interviews, field research, and case analysis to uncover typical patterns of young Party members' involvement. It analyzes their participation, summarizes challenges, and proposes pathways. Analysis of six successful cases identifies three models: "County-Specific Features + Industrial Talent Revitalization," "Organizational Cultivation + Rural Talent Development," and "Platform Building + Returning Elite Talent." Review of 20 other young Party members reveals challenges: insufficient policy incentives, inadequate rural environments and resources, and limited personal willingness and capabilities. To promote participation, recommendations include: government leadership with a "three-pronged drive" policy model (strengthening incentives, publicity, and oversight); improving rural environments through "three-pronged optimization" (enhancing education, infrastructure, and industry); and empowering youth via a "dual-wheel drive" plan (combining motivation and capability). This establishes a multi-dimensional support mechanism.

## Keywords

Rural Revitalization, Young Party Members, 22 Mountainous and Island

## 1. Introduction

### 1.1. Research Background

#### 1.1.1. Strategic Driving Force: Red Gene as the “Spiritual Engine” of Rural Revitalization

The 2018 Central Document No. 1 explicitly designated rural revitalization as the overarching approach to agriculture, rural areas, and farmers, calling for the “unlocking of rural areas’ multifaceted value,” with red culture identified as a vital resource. The 2021 State Council document “Opinions on Supporting the Revitalization and Development of Old Revolutionary Base Areas in the New Era” proposed “preserving red heritage sites and developing red tourism,” integrating these efforts deeply with rural revitalization.

The Zhejiang Provincial Party Committee, focusing on fortifying the “red roots,” incorporated the protection of red resources and rural development into the deepening action of the “Eight-Eight Strategy.” Mobilizing young Party members is key to addressing the lag in rural governance capabilities. Young Party members can inject technological vitality into traditional agriculture, providing technical support and scientific management. Simultaneously, they can transform outdated rural mindsets, fill the governance gap among grassroots youth, and promote the advancement of spiritual civilization.

As China’s first national demonstration zone for common prosperity, the 22 mountainous and island counties represent critical areas for addressing development gaps. In the new era, it is essential to deeply explore the red resources within these counties, using the red gene to guide rural revitalization and ultimately achieve common prosperity.

#### 1.1.2. Red Resource Endowment: Activating Revolutionary Heritage to Empower Rural Revitalization

Zhejiang stands as one of China’s pivotal revolutionary birthplaces. The 22 mountainous and island counties house abundant revolutionary sites and memorials, including the Southwest Zhejiang Revolutionary Base Area, the Zhoushan Archipelago War of Resistance Relics, and the Taizhou Yijiangshan Island War of Resistance Relics. However, factors such as relatively lagging economic development, insufficient resource conversion, and weakened cultural identity have led to fragmented development of these red resources.

To overcome this challenge, we must prioritize Party-building leadership as the core approach. By leveraging the vanguard role of grassroots Party organizations and members, we can unite high-caliber young Party members. Combining local cultivation with social integration, we will transform the red gene into an endogenous driving force for rural revitalization, fully harnessing the resource advantages of these 22 counties.

### **1.1.3. Building Red Bridges: Harnessing the Vanguard Power of Young Party Members**

In the new era of rural revitalization, young Party members serve as triple agents—decoders of revolutionary heritage, integrators of resources, and pioneers of innovation—building a “red bridge” that connects historical legacy with future development. Zhejiang Province has deeply integrated this group into its “new farmers” cultivation system, transforming them into “new models” for rural revitalization. Through the 2024 Work Priorities, the province launched the “Thousand Rural CEOs Cultivation Program.” Over the 21 years since the implementation of the “Ten Million Project,” 2.259 million rural Party members across the province have spearheaded the development of over 60 billion-yuan industries. In 2024, the province further advanced this effort by focusing on building “three teams.” The inheritance and innovation of the red gene require young Party members to transform the “past” red gene into the “present” methodology for rural revitalization, then elevate it to the “future” new form of rural modernization. This enables young Party members to truly become the pivotal bridge connecting the red gene with rural revitalization.

## **1.2. Research Significance**

### **1.2.1. Theoretical Significance**

Rural revitalization has become a vital component of national development strategy, yet academic research on concrete models for youth Party members’ effective participation remains limited. By deeply analyzing the realities of 22 mountainous and island counties in Zhejiang Province, this study focuses on the theoretical foundations and practical strategies for youth Party members’ involvement in rural revitalization. It distills a framework for their participation at this stage, providing new theoretical support for their practical pathways in modern rural development.

### **1.2.2. Practical Significance**

By examining young Party members engaged in rural revitalization across 22 mountainous and island counties in Zhejiang Province, this study synthesizes successful case studies and effective models through field research. This not only provides scientific evidence for government decision-making, guiding more regions in formulating and implementing tailored rural revitalization policies; but also highlights the role of young Party members in rural industrial upgrading, transformation, cultural inheritance, and innovation. By exploring how to deepen the integration between young Party members and rural industries, it not only injects new vitality into the rural economy and achieves high-quality development but also significantly enhances the cohesion and centripetal force of rural society, promoting the prosperity and development of rural culture.

## **1.3. Literature Review**

Research on exemplary models of young Party members contributing to rural revitalization constitutes a comprehensive practical endeavor with universal signif-

icance. Consequently, scholars worldwide have conducted extensive scientific studies on related topics.

### **1.3.1. Current Status of Youth Party Members' Participation in Rural Revitalization**

In recent years, young Party members' enthusiasm for participating in rural revitalization has gradually increased, yet overall participation remains insufficient. Existing literature indicates that, on one hand, some young Party members are drawn to urban development, choosing to remain in cities or migrate to larger urban areas, resulting in a shortage of young Party members in rural regions. On the other hand, with the continuous advancement of rural revitalization policies, an increasing number of young people are paying attention to rural development and participating in rural revitalization through various forms such as entrepreneurship, employment, and volunteer services (Dong & Peng, 2021). Nevertheless, challenges persist in retaining and stabilizing young Party members in rural areas, necessitating further optimization of rural development environments and the policy support system.

### **1.3.2. Factors Influencing Young Party Members' Participation in Rural Revitalization**

#### **1) Social Policy Support Level**

Tian Yutong identified multiple issues regarding incomplete policies and inadequate implementation for youth Party members' participation in rural revitalization. Tian (2022) and Zhao and Kong (2024) separately pointed out that rural internship and employment guarantee policies for young talents lack appeal and require further refinement (Zhao & Kong, 2024). Additionally, Wang Yifei et al. noted that the lack of promotional channels for policy safeguards hinders expanding policy influence and attracting more youth to participate in rural revitalization. In summary, current research primarily describes the specific manifestations of policy dilemmas and their impact on youth talent participation in rural revitalization (Wang et al., 2022), with insufficient exploration of the underlying causes. Furthermore, most studies focus on employment policies within the context of serving rural revitalization, lacking broader, more comprehensive investigations.

#### **2) Rural Environment and Resource Level**

Existing research largely attributes the backwardness of rural development infrastructure as a key objective barrier to young Party members' participation in rural revitalization. For instance, Liu Huanhuan argues that inadequate rural infrastructure hinders young talent from returning to their hometowns to start businesses (Liu, 2024a). Some scholars, however, focus on employment opportunities, pointing out that the insufficient number of positions offered by township enterprises and public institutions creates direct barriers to returning for employment. Additionally, Niu Jiaming creatively highlights that farmers, as the main actors in rural construction, primarily rely on traditional agricultural production methods. This results in a single approach to driving economic growth, lacking sustainable momentum. Furthermore, under the trend of "rural hollowing-out," left-behind

elderly and children cannot participate in rural revitalization. Overall, research exploring the practical challenges young talents face in participating in rural revitalization from a rural perspective still requires further enrichment, and the underlying mechanisms of interaction between these factors warrant deeper elaboration.

### 3) Individual Willingness and Capability Level

Existing surveys indicate that young Communist Party members in the new era possess a strong sense of social responsibility, expressing a desire to participate in rural revitalization and contribute to national and societal development. Addressing the recent phenomenon of large-scale migration of rural youth to urban areas and the limited movement of urban youth to rural areas, Que Mingkun, Xu Jiabin, and Li Wei introduced the concept of “youth’s passive departure.” This refers to situations where young people subjectively wish to enter and remain in rural areas but are unable to do so due to external factors. Guo Xiaoyu et al. and Wang Liangwen et al. conducted questionnaire surveys among university youth in Jilin and Fujian provinces, respectively, revealing that the vast majority of young people possess only theoretical knowledge of rural revitalization policies, lacking opportunities to translate theory into practice. Scholars like Yi Xingchen, approaching the issue from the perspective of higher education institutions, pointed out that universities currently exhibit an urban bias in cultivating Party member talent, neglecting rural characteristics. This leads to difficulties for young Party members in becoming embedded in rural areas, hindering their participation in rural revitalization. Overall, current research has paid little attention to exploring the reasons why young Party members, despite their subjective willingness, have not participated in rural revitalization practices from their own perspective.

### 1.3.3. Research Review

The role of young Party members in rural revitalization has garnered attention both domestically and internationally. Domestic scholars often emphasize the significant role of government in driving this process, promoting rural economic development and improving farmers’ livelihoods through entrepreneurship, practical initiatives, and policy support. However, existing research primarily focuses on methods of assistance, lacking in-depth exploration of the underlying reasons for retaining Party members and corresponding countermeasures.

This study innovates by moving beyond general discussions to deeply analyze the “Zhejiang Model.” By examining Zhejiang’s successful experiences in cultivating and attracting young Party members, it distills replicable implementation pathways and strategic frameworks. These findings provide valuable references for other regions and enrich the relevant theoretical framework.

## 1.4. Research Content and Methodology

### 1.4.1. Research Content

This paper centers on the participation of young Party members in rural revitalization. Grounded in New Public Service Theory and Elite Circulation Theory, it applies theoretical frameworks and practical insights to address challenges in this

engagement process. The study comprehensively analyzes existing issues within current practices, identifies their root causes, and proposes corresponding countermeasures.

#### **1.4.2. Research Methods**

This study employs a multi-method approach encompassing literature review, in-depth interviews, field observation, and case analysis. The literature review primarily utilizes China National Knowledge Infrastructure (CNKI) resources on themes such as “Youth Party Members’ Participation in Rural Revitalization” and “Talent Revitalization,” systematically organizing theoretical frameworks and research trends. Using in-depth interviews, the research team developed the “Interview Outline for Youth Party Members’ Participation in Rural Revitalization” and conducted face-to-face and telephone interviews across 22 mountainous and island counties in Zhejiang Province. This approach provided an in-depth analysis of rural industrial structures, governance mechanisms, and the actual role of youth party members. Combined with field observation, the research team conducted fieldwork in selected villages across 22 mountainous and island counties in Zhejiang from June to October 2025. Participatory research, visual documentation, and key informant interviews yielded vivid empirical evidence. Additionally, the case study method was employed to deconstruct regionally distinctive projects, distilling Zhejiang’s experience in leveraging young Party members for rural revitalization. This yielded replicable institutional innovation proposals, providing practical models and decision-making support for the national rural revitalization strategy.

#### **1.5. Theoretical Foundation and Applicability**

New Public Service theory advocates democracy, citizenship, and the public good, proposing seven core principles (Denhardt & Denhardt, 2000). In 2015, the Denharts revisited the theory’s development, focusing on four key issues (Denhardt & Denhardt, 2015). Pareto’s elite cycle theory distinguishes between lion-type and fox-type elites. The connection between rural elite theory and the New Public Service theory lies in their shared focus on serving the public more effectively, advancing the public interest, and enhancing the democracy and efficiency of governance. Rural elites can serve as practitioners of the New Public Service concept in rural societies, driving the modernization and democratization of rural governance. Simultaneously, the New Public Service theory provides rural elites with new governance concepts and tools, helping them better fulfill their roles and responsibilities in the context of the new era.

To make the two theories operational throughout the study, we translated their core constructs into explicit data-collection and analytic rules. First, the seven tenets of New Public Service were converted into seven “governance-value indicators” and inserted into the interview protocol; any utterance that matched one of these indicators was double-coded so that every case could be scored on a 0 - 4 scale for each tenet. Second, Pareto’s elite typology was operationalised through

two steps: 1) during respondent selection, village cadres and local bureau officials were asked to “nominate young Party members who always defend tradition and discipline”(lion items) and “those who constantly invent new projects or business models”(fox items); 2) in the subsequent interviews the same respondents were confronted with four forced-choice vignettes designed to elicit either lion-type or fox-type answers. A simple additive index classified each interviewee:  $\geq 6$  “lion” answers = Lion elite;  $\geq 6$  “fox” answers = Fox elite; mixed scores = Hybrid. These classifications were then used as the main ordinal variable in the cross-case analysis, allowing us to compare how different elite types mobilise red resources, frame policy narratives and eventually choose one of the three participation models identified in Section 2.1.

### 1.6. Research Area Selection

This study selected 22 mountainous and island counties in Zhejiang Province as the research area to analyze the current status of young Party members’ participation in rural governance. Selection rationale: First, these counties are rich in revolutionary heritage, not only preserving historical memory but also serving as crucial opportunities to advance common prosperity and perpetuate revolutionary traditions.

Second, as a pilot demonstration zone for rural revitalization, Zhejiang possesses numerous exemplary governance models and case studies. From the implementation of the “Ten Million Project” in 2003 to 2017, 97% of the province’s administrative villages completed revitalization efforts, as illustrated. These experiences offer representative insights for studying youth Party member participation models.

Third, Zhejiang has made significant efforts in attracting young Party member talents. Data from 2023 shows that the province leads the nation in the daily average number of newly recruited Party member talents, providing ample samples for research. Fourth, leveraging local advantages, the project team has established cooperative relationships between their university, local governments, and rural areas, ensuring smooth research channels and access to resources.

### 1.7. Case Selection

The project team officially commenced operations in June 2025, with members dispatched to villages across 22 counties in mountainous and island regions for a five-month in-depth investigation. Our methodology combined semi-structured interviews with field research. To examine the specific roles and outcomes of young Party members in rural governance, we conducted in-depth one-on-one interviews with 20 eligible young Party members.

Simultaneously, we conducted semi-structured interviews with village Party branch and village committee officials and villagers across 35 villages to gather authentic feedback on young Party members’ participation in rural governance. Detailed reports were compiled through immediate transcription and documentation. Statistical analysis revealed that young Party members exhibit diverse par-

ticipation methods and common characteristics in rural governance, with their cases providing replicable insights for further research.

This study selected five representative villages under the jurisdiction of Qingdao County, Jinyun County, and other counties as research sites. Based on criteria such as representativeness, resource availability, and youth Party member participation levels, it distilled typical models of youth Party members' involvement in rural revitalization in Zhejiang Province.

Representativeness was ensured by selecting counties that span both mountainous and island geographies, encompassing varying levels of economic development and distinct legacies of red cultural heritage. Resource availability was verified through preliminary consultations with local Party committees, confirming the presence of government support, accessible red sites, and usable infrastructure. Youth Party member participation levels were assessed via initial interviews with village Party branches; villages were considered to have high participation if at least three young Party members aged eighteen to thirty-five were actively engaged in governance, entrepreneurship, or public service. These criteria were applied through a sequential screening process that began with county-level mapping, proceeded to shortlisting candidate villages in collaboration with local officials, and concluded with on-site verification and semi-structured interviews to finalize the sample.

Within these successful case counties, we selected a total of 6 young Party members. Examining the rural revitalization cases of these 6 successful young Party members will facilitate further research into practical models of youth Party member participation in rural revitalization.

### 1.8. Data Organization and Analysis

This study collected information on villages and returning youth Party members through six months of field and online interviews, compiling 39,000 words of transcribed data. The study employed a three-tier coding analysis: We followed the coding structure of Straussian grounded theory, moving through three iterative stages: 1) open coding—each transcript was line-by-line fractured in NVivo 14 to generate *in-vivo* and conceptual labels; 2) axial coding—labels were reassembled around the “Paradigm Model” (conditions → actions/interactions → consequences) to produce 22 empirically grounded categories such as policy-pull deficit and lion-type mobilisation; and 3) selective coding—one core category, bridging the red gene-rural revitalisation gap, was identified as the storyline that integrates all other categories. Throughout, two researchers independently coded 20% of the data; Cohen's  $\kappa = 0.82$  indicated strong inter-rater reliability. Memos and constant comparative checks were used to guard against forcing data into pre-conceived NPS or elite-typology boxes, thereby preserving theoretical emergence while still using the two frameworks as sensitising devices.

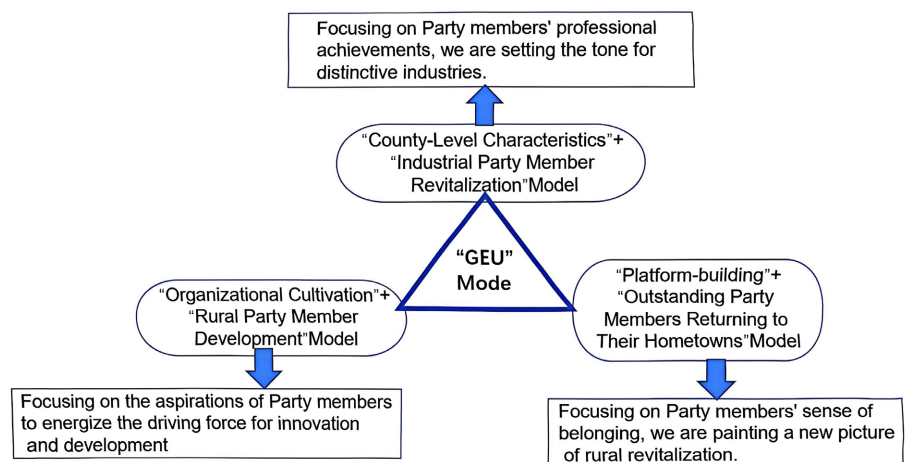
First, successful cases were consolidated to summarize typical models of Zhejiang youth Party members participating in rural revitalization. Second, problematic cases were categorized, identifying surface-level issues like knowledge

gaps and skill deficiencies as capability barriers, and ultimately distilling aggregated constructs such as spontaneity dilemmas. Finally, a linkage mechanism between dilemmas and countermeasures was established, forming replicable practical experience.

This study examines youth Party members' involvement in rural revitalization from multiple dimensions. By organizing research materials, three primary pathways emerge: First, innovation and entrepreneurship, leveraging creative thinking and rural resources to drive economic development; second, diligent implementation, advancing modern rural governance through grassroots leadership roles; third, returning to contribute, dedicating themselves to hometown development and sustained engagement in building livable villages.

## 2. Practical Models of Youth Party Members' Participation in Rural Revitalization

In recent years, the practical models of youth Party members' participation in rural revitalization have become increasingly diverse. As a model province in implementing the rural revitalization strategy, Zhejiang Province has actively responded to the national call, continuously increasing its emphasis on youth Party members' role in rural revitalization. This approach helps establish exemplary models and benchmarks for youth Party members' participation. By analyzing six successful cases, we ultimately summarize the model to support youth growth and talent development (see **Figure 1**), initiating a "mutually beneficial journey" between youth Party members and rural revitalization.



**Figure 1.** Three models, one spark.

### 2.1. Typical Models of Youth Party Members' Participation in Rural Revitalization in Zhejiang Province

#### 2.1.1. "County-Specific Characteristics" + "Industrial Talent Revitalization" Model

Young Party members are pivotal to achieving rural revitalization in the new countryside construction process. Leveraging their county's unique characteris-

tics, highly skilled young Party members employ innovative business strategies and advanced scientific technologies to provide more and higher-quality opportunities for rural development, thereby promoting industrial talent revitalization. A survey of 22 counties and cities in Zhejiang reveals that young Party members who start their own businesses based on local county characteristics are gradually becoming the primary driving force behind rural revitalization.

### **2.1.2. “Organizational Cultivation” + “Rural Talent Development” Model**

Guided by the rural revitalization strategy, the state has implemented a series of supportive and incentive measures to strengthen organizational development, guide young Party members toward grassroots positions in rural areas, and enhance the cultivation of specialized rural talent through practical experience. This has fostered a virtuous cycle where youth employment at the grassroots level and the socioeconomic development of rural areas mutually reinforce each other. Under the influence of a series of attractive employment and entrepreneurship policies from the Zhejiang Provincial Government, young Party members in 22 mountainous and island counties of Zhejiang have moved to rural grassroots levels. This has not only strengthened the Party member ranks in rural areas but also promoted comprehensive rural revitalization and sustainable development.

### **2.1.3. “Platform Building” + “Returning Outstanding Party Members” Model**

Returning to rural areas for entrepreneurship and employment has emerged as a significant pathway for young Party members to engage in rural revitalization, gradually becoming a powerful engine for rural development. In response, the government has established platforms offering young Party members ample space to apply their skills. This enables them to adopt diversified strategies, promote the diversified development of the rural economy, and increase farmers’ income levels. It also encourages their active participation in rural governance and ecological conservation, fostering harmony, stability, and sustainable development in rural society.

Particularly noteworthy is the story of two young brothers who returned to their hometown village, R Village, to start a business. Through their actions, they embodied the spirit of the era: “mass entrepreneurship and innovation.” With government support, they ingeniously transformed an underpass into a unique coffee shop, gradually developing it into a renowned internet-famous destination

## **2.2. Practical Characteristics of Young Party Members’ Participation in Rural Revitalization in Zhejiang Province**

After in-depth analysis of the three exemplary models through which young Party members in Zhejiang Province drive rural revitalization, three core characteristics of their participation in this endeavor can be distilled

### **2.2.1. Focusing on Party Members’ Professional Achievements to Promote Distinctive Industries**

First, emphasis is placed on establishing a cluster of youth innovation farm bases.

Young agricultural entrepreneurs, such as those in green soil seedling cultivation enterprises and mushroom cooperatives, are encouraged and guided to integrate industry, academia, research, and application, fostering a modern agricultural powerhouse with deep integration across primary, secondary, and tertiary industries. Second, focus is placed on cultivating a cohort of new professional farmers. Collaborating with agricultural and rural departments, elite training programs for young farmers are implemented, empowering local youth to master policy directions and technical expertise.

### **2.2.2. Focusing on Party Members' Aspirations to Activate the "Source of Power" for Innovation and Development**

On one hand, we emphasize optimizing institutional mechanisms to excel in "selecting and promoting" exemplary figures. Taking H Village in Kaihua County as a model, the village has deeply implemented the "Every Village Has Outstanding Youth" talent cultivation plan, leveraging the exemplary role of outstanding models to inspire more young Party members to return to the countryside and drive the rural revitalization process. On the other hand, we emphasize deepening grassroots development to excel in "nurturing at the source." T Village in Longyou County actively builds a diversified youth social organization system covering areas like entrepreneurial support and volunteer services, while comprehensively establishing township youth working committees and Youth Home networks.

### **2.2.3. Focusing on Creating a Sense of Belonging for Party Members to Paint a New Picture of Talent-Driven Revitalization**

First, it has created an innovative entrepreneurial ecosystem to attract Party members back to their hometowns, launching the "Spring Breeze Initiative." This plan aims to optimize the environment, encouraging Party members to move to and take root in rural areas. Simultaneously, it has revitalized groups like the Youth Entrepreneurship Alliance and the Youth Working Committee for Emerging Social Strata, providing comprehensive support for young Party members returning to start businesses or seek employment. Second, deepen the involvement of young Party members in rural social governance. Through diverse activities, we are building a new grassroots governance model characterized by "Party and government leadership, Communist Youth League mobilization, and broad youth participation," collectively painting a new picture of livable, prosperous, and beautiful villages.

Together, these six vignettes—ranging from sensor-guided seedling farms to bilingual live-stream studios—show how the three models are not abstract categories but reproducible sequences of resource identification, platform leverage and measurable community gain. They convert county-specific assets into income jumps of 18 to 200 percent within one operating cycle, while each returning Party member simultaneously becomes a trainer, employer and brand ambassador, turning the red bridge between heritage and future into a cash-flow-positive reality.

### **3. Real Challenges Facing Young Party Members in Rural Revitalization**

Through investigation, research, and analysis of findings, it is evident that youth participation in rural revitalization faces practical challenges in policy support and rural environments. These constraints limit both the enthusiasm and effectiveness of young Party members in contributing to rural revitalization.

#### **3.1. Absent Force: Insufficient Policy Motivation for Youth Party Members' Participation**

Influenced by policy pull, promotional push, and the inertia of policy implementation, young Party members face low motivation, prejudice, and a lack of practical experience in rural revitalization, creating a generative dilemma in their participation.

##### **3.1.1. Lack of Policy Pull: Insufficient Support Weakens Youth Party Members' Motivation for Rural Revitalization**

Young Party members represent an emerging force in rural governance, a novel social phenomenon (LIU, 2024b). Their success in rural administration requires not only sound moral character and capability but also corresponding policy support. However, research reveals that despite strong willingness among young Party members to engage in rural revitalization, policy support remains inadequate. Many young Party members dedicate themselves to rural revitalization after graduation, yet limited career advancement opportunities due to imperfect policy systems constrain their development. Additionally, while governments provide financial support, current funding often only covers the initial startup phase, with insufficient attention to mid-to-late stage project needs. This significantly impacts project stability and success rates. Finally, certain laws and systems enacted by central and local governments remain theoretical, lacking flexibility and adaptability to respond promptly to new situations and challenges. Simultaneously, disparities persist between rural and urban areas in terms of compensation, career prospects, and working conditions, necessitating improvements in policy benefits for young Party members engaged in rural revitalization.

##### **3.1.2. Lack of Incentives and Insufficient Promotion Lead to Prejudices among Young Party Members Regarding Rural Revitalization**

Surveys and interviews revealed that young Party members primarily learn about rural revitalization policies through online media. Insufficient policy promotion deprives them of direct access channels, leading to superficial understanding and limited or distorted perceptions of project information. Furthermore, traditional mindsets may stifle innovative thinking, trapping young Party members in societal constraints when engaging in rural revitalization (Xu, 2022).

##### **3.1.3. Inertia Hinders Policy Implementation; Young Party Members Lack Practical Experience**

The current bottleneck in young Party members' capacity to serve rural revitali-

zation fundamentally reflects inadequate coordination between educational policies and the rural revitalization strategy. Interviews with some young Party members reveal that while they possess great enthusiasm for rural revitalization practices, their professional skills often fail to align with actual needs. This mismatch primarily stems from the disconnect between higher education curricula and rural demands. Young Party members generally lack practical experience and innovative capabilities relevant to rural revitalization. Addressing this requires policy adjustments to strengthen educational relevance, ensure policy implementation, and establish a community for practice-based education. This would enable young Party members to gain experience through national strategic initiatives like promoting high-quality, balanced compulsory education in counties and preserving rural cultural heritage, thereby transforming the institutional advantages outlined in policy documents into tangible educational outcomes.

### **3.2. The Absence: Lack of Development Platforms for Young Party Members' Participation in Rural Revitalization**

With the acceleration of urbanization, rural areas like Qingdao County are facing a widespread phenomenon of one-way population migration to cities, intensifying the trend of "rural hollowing out." This trend has triggered deeper issues such as the disruption of cultural inheritance, imbalance in social structures, and weakened economic development momentum. The root causes primarily lie in the absence of education, the lack of supporting infrastructure, and the absence of innovation.

#### **3.2.1. Lack of Infrastructure: Inadequate Rural Facilities**

Field research reveals that while rural infrastructure has improved, transportation, education, and healthcare still lag behind urban areas. This disparity hampers rural development and discourages young Party members from participating in revitalization efforts. Scholar Wang Xingzhou employed a multiple linear regression model to analyze the impact of rural population hollowing, highlighting the critical role of rural informatization in this process (Wang, 2024). Fundamentally, the issue of inadequate rural infrastructure remains unresolved (Wen & Li, 2024). This not only impacts the quality of life for rural residents but also hampers the upgrading and development of rural industries. It limits the appeal of rural areas for young Party members' entrepreneurial projects, making the path to rural revitalization appear even more arduous.

#### **3.2.2. Lack of Innovation and Monolithic Rural Industrial Structure**

In-depth analysis of the rural environmental barriers faced by young Party members in Qingtian County and other areas participating in rural revitalization reveals particularly prominent issues: a monolithic industrial structure and difficulties in industrial transformation and upgrading. Advancing agricultural modernization enables farmers to engage in higher-value-added activities-such as planting, processing, and marketing agricultural products, compared to traditional

models (Yuan, 2024). While some rural areas have begun developing emerging industries like modern agriculture and rural tourism with agricultural modernization, overall, a diversified industrial structure remains elusive (Zhu & Du, 2024).

Constrained by technology, capital, talent, and other factors, many rural areas have failed to effectively integrate into this wave of technological transformation. The disconnect between technology and industry not only hinders the rise of emerging sectors like rural e-commerce but also further entrenches the monoculture of rural industrial structures (Liu et al., 2024). This situation urgently calls for young Party members to dedicate themselves to rural revitalization.

## **4. Policy Recommendations for Youth Party Members' Participation in Rural Revitalization**

To address the two major practical challenges mentioned above, young Party members can leverage policy guidance to improve rural environments and enhance youth empowerment. By adopting the “three-force drive,” “three-pronged advancement,” and “dual-wheel drive” approaches, they can boost both their enthusiasm and effectiveness in rural revitalization.

### **4.1. Government Leadership: The “Three-Force Drive” Precision Policy Model**

#### **4.1.1. Policy Incentive: Strengthening Incentives and Expanding Coverage**

Relevant policies provide crucial support for young Party members actively engaging in rural revitalization. To address the issue of insufficient policy support hindering their participation, top-level design at the macro level is essential to formulate policies that enhance incentives. On one hand, establishing a special fund for rural revitalization education can improve hardware facilities in rural schools, further innovate educational concepts, and thereby elevate educational quality.

This empowers young Party members to grow into the backbone of rural revitalization, equipped with modern knowledge and skills. On the other hand, policies guiding the allocation of high-quality educational resources to rural areas—such as establishing urban-rural teacher exchange mechanisms, recruiting outstanding educators, and creating entrepreneurship education and practice bases—can effectively enhance young Party members' practical skills and leadership capabilities. Simultaneously, encouraging their participation in rural social service activities like teaching support and medical assistance, and integrating these into the education system, not only cultivates their sense of social responsibility and dedication but also deepens their understanding of rural communities' actual needs. Moreover, prioritizing the preservation and education of rural culture can deepen young Party members' sense of identity and belonging to rural traditions. Government-established incentive mechanisms and career advancement opportunities—such as recognizing outstanding young Party members, recommending them for government projects, or appointing them to rural leadership roles—can

better ignite their enthusiasm for rural revitalization, infusing this grand endeavor with renewed vitality.

#### **4.1.2. Promotional Guidance: Strengthening Policy Outreach to Energize Rural Governance**

Government efforts to enhance publicity for the rural revitalization strategy are equally crucial for raising young Party members' awareness and participation in this initiative. Government departments must not only leverage diverse media platforms to systematically interpret policy content—clarifying the importance of building counties rich in revolutionary heritage and the role and value of young Party members in rural revitalization—but also provide more tangible channels for young Party members. This includes offering practical opportunities for rural revitalization engagement, enabling them to experience relevant policies firsthand and correct potential misconceptions. As cradles for cultivating Party member talent, universities should also shoulder their responsibility in advocacy.

Furthermore, mass media campaigns should emphasize the necessity of cultivating revolutionary roots, actively shifting societal perceptions toward youth Party members' involvement in rural development. Optimizing the public discourse environment through integrated online and offline channels—such as Douyin, WeChat, newspapers, and radio—can promote policies and showcase success stories of returning entrepreneurs, inspiring more young Party members to engage in rural ventures.

#### **4.1.3. Implementation Oversight: Ensuring Policy Execution and Strengthening Enforcement**

To enhance policy implementation effectiveness, the primary task is ensuring policies are put into practice. During execution, emphasis should be placed on collaborative efforts with universities, enterprises, and other social forces to form a synergistic approach to policy implementation.

Second, establish a transparent and impartial oversight network to create a dual-drive mechanism of supervision and evaluation. Developing a scientific monitoring and evaluation system enables the government to understand policy implementation, promptly identify issues, and take corrective actions. Through regular assessments and research, the government can gain clearer insights into the actual impact of policies on young Party members' entrepreneurship, facilitating necessary adjustments and improvements (Wu, 2024). Finally, young Party members should be encouraged to actively provide feedback on policy implementation issues and suggestions. Regular questionnaires, symposiums, and other formats should be used to collect their opinions and recommendations, enabling timely policy adjustments and refinements.

Strategic deployment across three dimensions—policy incentive, publicity guidance, and implementation oversight—can effectively address the “gap in effectiveness” to a certain extent, providing robust policy support for young Party members' participation in rural revitalization.

## **4.2. Rural Environment: A Comprehensive Improvement Strategy of “Three-Pronged Advancement”**

### **4.2.1. Educational Optimization: Refining the Education System to Precisely Meet Rural Needs**

While increasing educational funding, efforts should also focus on optimizing teacher allocation, modernizing teaching facilities, and innovating teaching methods to fundamentally enhance rural education quality. Develop distinctive local curricula leveraging rural resources to create learning environments comparable to urban education, thereby mitigating talent outflow.

To meet the needs of diversified rural economic and social development, vocational schools should be established in rural areas. These institutions should cultivate technical and skilled talent aligned with local industries, effectively enhancing the employment competitiveness of rural youth. Collaboration with universities should be strengthened to develop specialized programs covering agricultural technology, rural e-commerce, and rural tourism management. Practical training bases should be set up in rural areas to nurture versatile professionals who are proficient in specialized skills and deeply understand the rural landscape.

### **4.2.2. Infrastructure Optimization: Enhancing Foundational Facilities to Create Livable and Business-Friendly Environments**

Analysis of research findings reveals that inadequate infrastructure exacerbates the “hollowing out” of rural areas. Therefore, channels for young Party members to participate in rural revitalization must be streamlined. Infrastructure allocation should be optimized to improve basic services like transportation, education, and healthcare, creating livable and workable environments that encourage young Party members to commit to rural revitalization.

First, governments should intensify efforts to improve rural infrastructure by optimizing transportation networks, upgrading housing conditions, and enhancing communication facilities. This will increase convenience in villagers’ work and daily lives, reduce the cost of living and concerns for young Party members returning to start businesses or seek employment, thereby boosting rural areas’ appeal to youth.

Second, focus on building a diversified energy supply system to ensure stable electricity and secure water access, laying a solid foundation for rural long-term development. While guaranteeing basic energy supply, leverage abundant rural natural resources to actively explore and promote clean and new energy projects. This will drive the green transformation of rural industries, balancing economic growth with ecological conservation. Creating more livable spaces will attract more young Party members to return home for entrepreneurship, injecting fresh vitality into rural prosperity (Liu, 2024a).

Finally, against the backdrop of significant global economic challenges, rural development should fully leverage the “siphon effect” of the digital economy to comprehensively empower rural progress. Governments should strengthen top-level design for digital rural development, accelerate the implementation of rele-

vant policies (Fen & Xu, 2021), advance the informatization and intelligent transformation of rural governance systems, and promote the flow of digital talent to rural areas. This will foster a favorable environment of multi-party collaboration and joint advancement (Qin et al., 2021).

#### **4.2.3. Industrial Optimization: Refining Industrial Structures and Expanding Participation Channels for Young Party Members**

Field research reveals that young Party members possess rich theoretical knowledge and advanced technological skills. However, they face practical challenges in translating theory into practice and leveraging technology to diversify local industries and upgrade traditional agriculture. To address this dilemma, this study proposes strategies from two perspectives to optimize industrial structures.

First, encourage agricultural industrial upgrading to foster vibrant rural economies. Agricultural practitioners should actively adopt advanced management concepts and introduce modern agricultural technology facilities to maximize production efficiency, extend industrial chains, and enhance value-added outcomes. Concurrently, governments should guide young Party members in mastering advanced agricultural technologies like smart farming and precision agriculture, promoting their practical application to collectively advance modern agriculture toward greater efficiency.

Second, strengthen collaboration between rural areas, universities, and research institutions to deepen industry-academia-research integration. Establish rural science and technology innovation platforms to bridge research and practice for young Party members, creating a virtuous cycle where industry, academia, and research mutually reinforce and develop together. Through project partnerships, technical consulting, and other avenues, introduce new productive forces to translate research outcomes into practical applications for rural development, accelerating the adoption of new technologies in rural areas.

### **4.3. Youth Empowerment: The “Dual-Drive” Rural Revitalization Plan for Young Party Members**

#### **4.3.1. Passion-Driven: Igniting Participation Enthusiasm and Cultivating Rural Development Soil**

The persistent urban-rural development gap in China has led some young Party members to fall into the cognitive bias of viewing rural areas as “educational backwaters,” lacking awareness of incorporating rural revitalization into their considerations. Therefore, young Party members must proactively enhance their willingness to participate in rural revitalization and contribute to rural development through concrete actions. First, young Party members should proactively enroll in courses related to rural revitalization and participate in specialized internship programs focused on rural education revitalization. This will deepen their understanding of the national strategic significance of rural revitalization, successful domestic and international case studies, and diverse pathways for rural development, helping them recognize the immense potential and opportunities inherent in rural

areas. Second, in their career planning blueprint, young Party members should recognize that rural areas offer a vast stage for personal growth and innovation, serving as a crucial platform for realizing their own value. They should cultivate an employment mindset of “going where the motherland needs them most.” Third, through volunteer service and public welfare activities, young Party members can personally experience the simplicity and resilience of rural life, gaining profound insight into the vital importance of rural revitalization for national development. This also elevates fragmented volunteer efforts into systematic educational governance awareness, ultimately forming a closed-loop educational ecosystem.

#### **4.3.2. Capability-Driven: Overcoming Capacity Constraints to Showcase Youthful Wisdom and Strength**

In-depth interviews with young Party members reveal their strong desire to participate in rural revitalization. However, they face capability barriers that prevent them from engaging as they wish, primarily stemming from insufficient knowledge reserves, practical experience, and innovation capabilities. To overcome these barriers, young Party members must first deepen their academic knowledge while also broadening their understanding of rural revitalization during their studies. This will expand their perspectives and thinking, providing robust theoretical support for rural revitalization.

Second, practice is the sole criterion for testing truth. Young Party members should use educational practice as their cognitive compass, actively engage in social practice activities, and immerse themselves in rural frontlines to understand actual conditions and needs, thereby enabling them to provide more targeted solutions. Finally, young Party members should ground themselves in the practical realities of rural areas and leverage their strengths in innovative thinking and creativity. By utilizing modern information technologies such as the internet and big data, they can drive the upgrading of rural industries and the enhancement of public services. Through innovation, they can lead the trend of rural development, allowing the wisdom of youth to shine brightly in rural revitalization through educational practice.

#### **Conflicts of Interest**

The authors declare no conflicts of interest regarding the publication of this paper.

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