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**SUSTAINABLE DEVELOPMENT OF HENYAN PROVINCES:  
PROMOTING THE DEVELOPMENT AND PROFESSIONAL  
TRAINING OF FARMERS**

**СТАЛІЙ РОЗВИТОК ПРОВІНЦІЙ ХЕНЬЯНЬ: СТИМУЛЮВАННЯ  
РОЗВИТКУ ТА ПРОФЕСІЙНИХ НАВЧАНЬ ФЕРМЕРІВ  
УСТОЙЧИВОЕ РАЗВИТИЕ ПРОВИНЦИЙ ХЕНЬЯН:  
СТИМУЛИРОВАНИЕ РАЗВИТИЯ И ПРОФЕССИОНАЛЬНОЕ  
ОБУЧЕНИЕ ФЕРМЕРОВ**

***Summary.** The purpose of this article is to investigate the needs of farmers in Henan for vocational training, provide references for the government to formulate rural human resource training policies and provide vocational training services to the society, and ultimately serve the sustainable rural development strategy.*

*The sustainable development of the village is inseparable from the support of the village's external resources and the joint effect of the internal driving force. In the context of the continuous input of external resources to the countryside, the importance of internal driving forces has become increasingly prominent. This driving force comes from fully respecting the wishes of farmers. On the one hand, they need the protection of laws and systems to give them the*

*power to understand the decision-making of rural affairs; on the other hand, the improvement of farmers' vocational skills enables them to participate in the implementation of rural affairs.*

*The survey results show that more than 53.3% of farmers have vocational training need for planting technology, food processing technology and breeding technology, and nearly half of farmers have other vocational training need. The survey results in terms of age show that farmers aged 30 to 50 have a strong demand for vocational training. Peasants in this age group account for a large proportion of the population and are willing to become licensed. They are an important potential force for rural development. Depending on the survey results, the relationship between the demand for vocational training and rural tourism, e-commerce sales of agricultural products, and land transfer systems was discussed. It is believed that without the support of human resources in related industries, various rural development plans will be unattainable.*

*Conclusion: On the one hand, local governments should improve the vocational training system for farmers, and make full use of agricultural colleges and social vocational training institutions to provide farmers with vocational training supplies. On the other hand, villages should fully consider regional human resource conditions before making development plans or undertaking industrial projects. Only when the village realizes the continuous reproduction of the human resources it needs, can it be possible to reduce the waste of innumerable resources and realize the sustainable development of the village and the country's revitalization and development strategy formulated by the country.*

**Key words:** *vocational training needs, rural talents, sustainable development.*

**Анотація.** *Мета цієї статті – дослідити потреби фермерів у провінції Хенань у професійному навчанні, надати довідки для уряду щодо*

*формулювання політики підготовки кадрів у сільській місцевості та надання послуг із професійного навчання суспільству, і в кінцевому підсумку працювати відповідно до стратегії сталого розвитку села.*

*Сталий розвиток села невіддільний від підтримки зовнішніх ресурсів села та спільного впливу внутрішньої рушійної сили. У контексті безперервного надходження зовнішніх ресурсів у сільську місцевість важливість внутрішніх рушійних сил стає все більш помітною. Ця рушійна сила впливає з повної поваги до побажань фермерів. З одного боку, вони потребують захисту законів та систем, щоб дати їм можливість розуміти прийняття рішень у сільських справах; з іншого боку, підвищення професійної майстерності фермерів дозволяє їм брати участь у реалізації справ сільських територій. Результати опитування показують, що більше 53,3% фермерів потребують професійної підготовки щодо технологій збору, технології переробки харчових продуктів та технології розведення, а майже половина фермерів потребує іншої професійної підготовки. Результати опитування щодо віку показують, що фермери у віці від 30 до 50 років мають великий попит на професійне навчання. Селяни цієї вікової групи становлять значну частину населення і готові отримати ліцензію. Вони є важливою потенційно рушійною силою розвитку села. Залежно від результатів опитування було обговорено зв'язок між попитом на професійне навчання та сільським туризмом, реалізацію сільськогосподарської продукції в електронній комерції та системами передачі землі.*

*Вважається, що без підтримки людських ресурсів у суміжних галузях різні плани розвитку територій будуть недосяжними. Таким чином з одного боку, органи місцевого самоврядування повинні вдосконалити систему професійної підготовки фермерів та повною мірою використовувати аграрні коледжі та заклади соціального професійного навчання для забезпечення фермерів матеріалами професійної підготовки.*

*З іншого боку, села повинні повністю враховувати регіональні умови людських ресурсів, перш ніж складати плани розвитку або розпочинати промислові проекти. Тільки коли сільська територія усвідомлює безперервне відтворення необхідних людських ресурсів, можна буде зменшити витрати незліченних ресурсів та реалізувати сталий розвиток села та сформульовану країною стратегію розвитку.*

**Ключові слова:** *професійне навчання, сталий розвиток, сільські території.*

**Аннотація.** *Цель этой статьи - исследовать потребности фермеров в провинции Хэнань в профессиональном обучении, предоставит справки для правительства относительно формулировки политики подготовки кадров в сельской местности и оказание услуг по профессиональному обучению обществу, и в конечном итоге работать в соответствии со стратегией устойчивого развития села.*

*Устойчивое развитие села неотделим от поддержки внешних ресурсов села и общего влияния внутренней движущей силы. В контексте непрерывного поступления внешних ресурсов в сельской местности важность внутренних движущих сил становится все более заметной. Эта движущая сила следует из полного уважения к пожеланиям фермеров. С одной стороны, они нуждаются в защите законов и систем, чтобы дать им возможность понимать принятия решений в сельских делах; с другой стороны, повышение профессионального мастерства фермеров позволяет им участвовать в реализации дел сельских территорий. Результаты опроса показывают, что более 53,3% фермеров нуждаются в профессиональной подготовке по технологий сбора, технологии переработки пищевых продуктов и технологии разведения, а почти половина фермеров требует иной профессиональной подготовки. Результаты опроса по возрасту показывают, что фермеры в возрасте от*

*30 до 50 лет пользуются большим спросом на профессиональное обучение. Крестьяне этой возрастной группы составляют значительную часть населения и готовы получить лицензию. Они являются важной потенциально движущей силой развития села. В зависимости от результатов опроса были обсуждены связь между спросом на профессиональное обучение и сельским туризмом, реализацию сельскохозяйственной продукции в электронной коммерции и системами передачи земли.*

*Считается, что без поддержки человеческих ресурсов в смежных отраслях различные планы развития территорий будут недоступны. Таким образом, с одной стороны, органы местного самоуправления должны усовершенствовать систему профессиональной подготовки фермеров и в полной мере использовать аграрные колледжи и учреждения социальной профессионального обучения для обеспечения фермеров материалами профессиональной подготовки. С другой стороны, села должны полностью учитывать региональные условия человеческих ресурсов, прежде чем составлять планы развития или начинать промышленные проекты. Только когда сельская территория осознает непрерывное воспроизведение необходимых человеческих ресурсов, можно будет уменьшить расходы бесчисленных ресурсов и реализовать устойчивое развитие села и сформулированную страной стратегию развития.*

***Ключевые слова:** профессиональное обучение, устойчивое развитие, сельские территории.*

**Formulation of the problem.** Current research hotspots in the pastoral field mainly focus on rural governance, rural industrial development, land transfer, targeted poverty alleviation, and property rights system reform. Their purpose is tantamount to solve the current hollowing out of the countryside and

the barren land, activate the subjectivity of farmers, and improve farmers' income and quality of life. They discuss rural issues from the perspective of exogenous development, and relying on policy support and capital investment may achieve immediate results in a short period of time, but the sustainable development and revitalization of rural areas will ultimately depend on the endogenous power of the village itself. This requires consideration of the crucial factor of rural human resources. Only when farmers' knowledge, vocational skills and exogenous development conditions match, can be rural revitalization and sustainable development be realized.

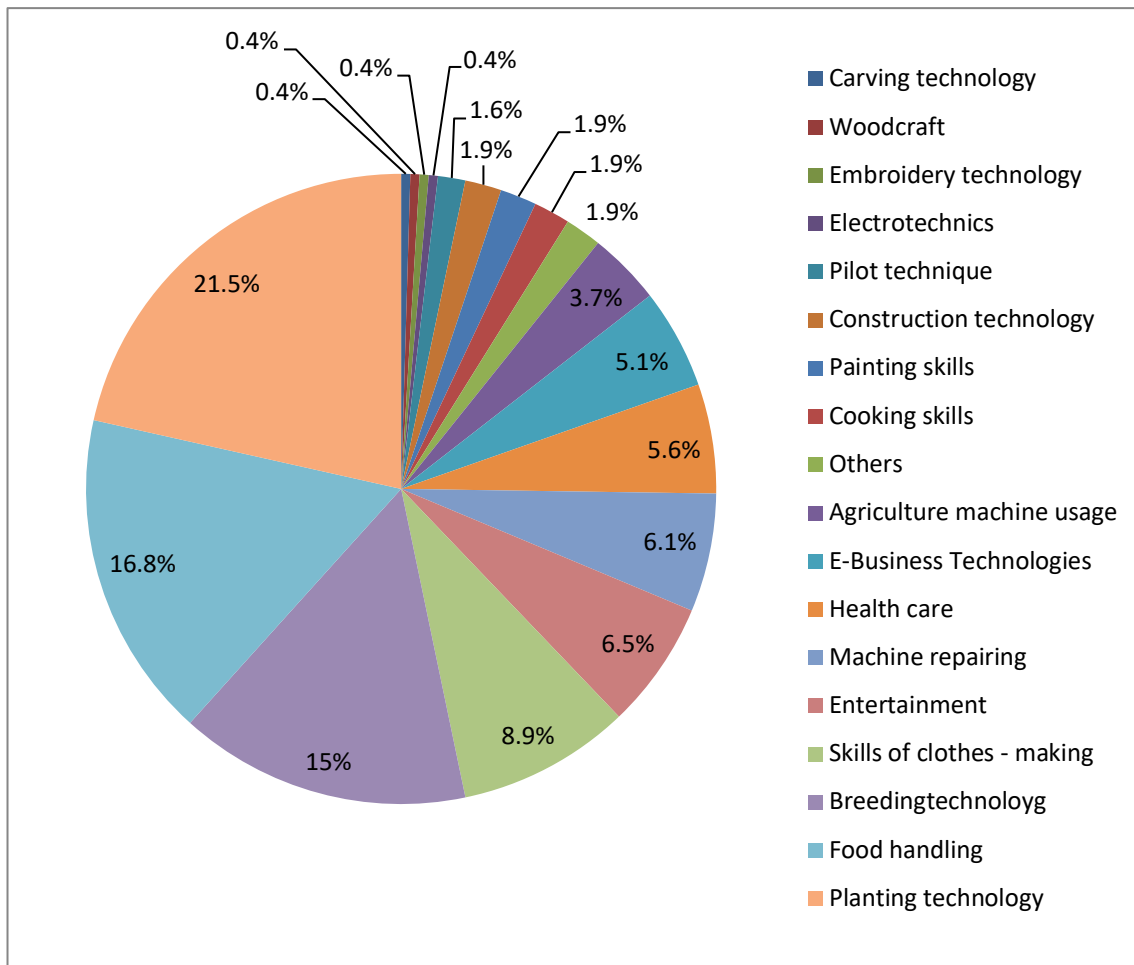
**Analysis of recent research and publications.** A large number of talented people with knowledge and skills in rural areas migrate to cities and towns, which restricts the sustainable development of rural areas in Henan. For instance, Zhang Cui pointed out that there is a lack of professional talents in rural e-commerce. The contemporary rural personnel's awareness of participation, platform maintenance and service level awareness are low, and supply is difficult to keep up with demand, making it difficult to expand the platform [1]. Sun Yanya pointed out that the main farmers of rural logistics generally lack professional logistics education and training, which cause unnecessary waste in the transportation process of farmers, and the lack of professional logistics personnel seriously affects the development of rural logistics enterprises [2]. Lu Cui and other pointed out that in the rural ecotourism industry in Tongbai County, the reception conditions of the operators are relatively poor, the service level cannot keep up, and the quality of employees is relatively low; the management of some agricultural parks is not standardized enough, and the product quality is difficult to improve [3; 5; 6; 7].

**Highlighting unresolved parts of a common problem.** The impact of the shortage of rural talents is two-way. On the one hand, it increases the operating costs of enterprises, reduces efficiency, and affects the development of related enterprises. On the other hand, in order to survive or make profits, enterprises

must either withdraw from the countryside or exclude villagers who cannot meet the requirements, which will affect the increase of villagers' income and the development of the village. Rural areas need not only management talents, but also local agricultural production talents and service talents. One of the fundamental ways to solve this problem is to provide vocational skills training according to the needs and wishes of farmers, enhance their own development capabilities, and promote the transformation of traditional agriculture to modern agriculture, and the transformation of farmers to agricultural industrial workers and other professional personnel.

**The purpose of the article** is to investigate the needs of farmers in Henan for vocational training, provide reference for the government to formulate rural human resource training policies and provide vocational training services to the society, and ultimately serve the sustainable rural development strategy.

**Main results of research.** For this reason, this article investigates the vocational training needs of farmers in Henan based on their principal occupations and some new occupations. The data come from a random questionnaire survey on the rural governance capacity of 300 villages in 78 townships, 16 cities, 43 counties in Henan Province. 300 questionnaires were issued, 300 questionnaires were returned, and 214 valid questionnaires were returned. The purpose of this survey is to understand the current human resources status of some extra business types in Henan, and to solve which groups to provide their desired vocational skills training. And then provide a reference for the local government in the formulation of rural development plans. The results of the survey are presented in figure 1.



**Fig. 1. Composition of Vocational Training Needs**

Main vocational skills that villagers hope to learn are planting technology, food processing technology and breeding technology, and these three groups account for more than half of the personnel. This shows that the rural areas of Henan have a strong desire for technology in the field of agricultural production, and it also shows that these people have not broken through the traditional agrarian structure. This is because Henan is a traditional pastoral province, and most farmers still live on agriculture and animal husbandry. Under the trend of agricultural modernization and scale, they will transform from farmers to agricultural industrial workers, and provide sufficient skill training and technical support to those farmers who have the potential to become agricultural industrial workers; and other personnel should gradually transfer out of agriculture. In the production field, enter other industry fields.



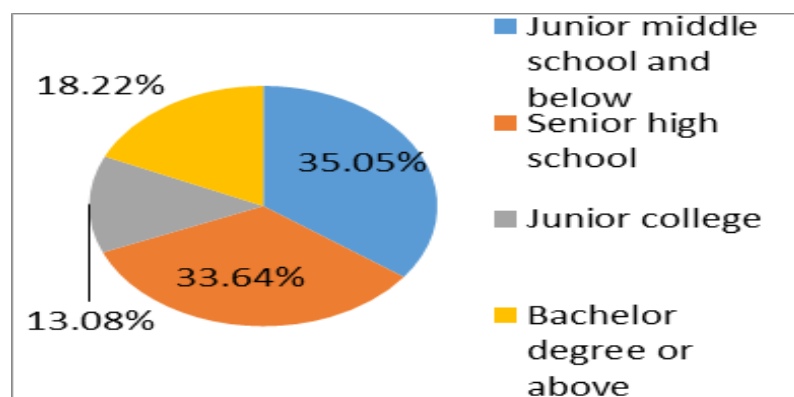
From the perspective of the current development of rural tourism, the proportion of related villagers who are willing to learn about art and entertainment, cooking, sculpture, embroidery, and painting is not high. On the one hand, it shows that the current rural tourism industry is only developed in a limited area. On the other hand, it shows that the current rural areas have not prepared relevant talent reserves for the tourism service industry. The rural tourism industry, which lacks both cultural accumulation and skill inheritance and the support of relevant talents, will tend to be homogenized and compete fiercely at a low level, which will lead to unattainable rural tourism.

The proportion of willingness to learn in clothing manufacturing, furniture production, electrical technology, construction technology, mechanical repair technology, and driving technology is also gloomy. Although these occupations can bring higher non-agricultural income to practitioners, they are not particularly attractive to the rural population. The demand for e-commerce information technology shows that some farmers have begun to adapt to recent sales and service technologies, relying on online platforms to sell agricultural products. The demand for technologies such as health care may indicate that some farmers are preparing to enter the rural elderly care industry. Despite the fact that the demand for manufacturing technology and service skills is not high, this also shows that changes are taking place within the village.

The above content shows that most farmers will still use land as the basis of their source of income for a long period of time. With the emergence of new technologies, villagers began to need additional skills and knowledge. They are ready to participate extensively in the specific affairs of rural development, which is the source of the endogenous power of rural progress. The implementation of land transfer has indeed solved the problem of land barrenness and the scale of land required for agricultural modernization in some areas, and has increased the income of farmers. However, because most farmers have a low level of education and vocational skills, land transfer deprives them

of their specialized needs, and it is difficult for them to transfer to the manufacturing and service industries. Companies are added to profits and improve efficiency. If these farmers' vocational skills cannot meet the requirements of the company, they will gradually be excluded from the company. Depending on Maslow's hierarchy of needs theory, this will destroy their need for security. They feel that they are threatened by things around them. That the world is unfair, and may generate potential risks of social instability.

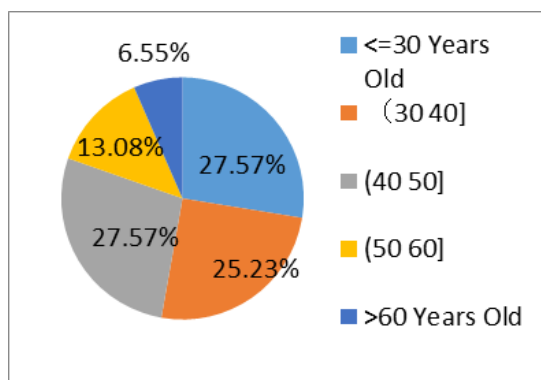
The composition of the survey subjects' educational level (Figure 2): 35.05% of junior high school and below, 33.64% of high school, 13.08% of tertiary education, and 18.22% of undergraduate and above. From the perspective of education level, nearly two-thirds of the low-educated people are the ones who can rely on for the development of the countryside. Only by meeting the vocational skills learning needs of these low-educated people and upgrading their vocational skills can be the country and society's blood transfusion development in the countryside become the village's own blood-making development and further reduce the formalism in rural revitalization and targeted poverty alleviation.



**Fig. 2. Educational Level**

Age composition (Figure 3): 30 years old and below, accounting for 27.57%, people in this age group have greater mobility, and they are more likely to settle in the city than people in the later age groups, so this is not the focus of this article. The proportion of the 30-50 age group accounts for 52.8%, and these

two age groups are the most dynamic groups of villagers currently living in rural areas. Their vocational training needs can best highlight the main body of farmers, and it is linked to the current and long-term development of rural areas in the future. I According to the survey, people in their 30s to 50s have the highest occupational diversity. This diversity is adapted to the need of social division of labor and helps some villagers to transfer from agricultural production to other fields. This diversity also means that these people are mentally prepared for the future development of rural industries.



**Fig. 3. Age Composition**

Improving farmers' vocational skills and the overall quality is conducive to change the behavioral motives of rural enterprises, economic organizations and farmers themselves. On the one hand, it will promote the transformation of the enterprises or economic organizations introduced by the villages from relying on policies and rural resources to rely on rural talents and resources. Enterprises is no longer just staring at rural resources, causing farmers to worry about enterprises and basic-level public officials, and eliminating hidden dangers that may cause instability. On the other hand, farmers are no longer just focusing on rent or dividends. They can not only participate in the development of rural undertaking formally by relying on their rights, but also can directly participate in rural undertaking with high-quality vocational skills. So as to eliminate the troubles caused by villagers' short-sighted behaviors to enterprises to a certain extent.

**Conclusions.** First, a complete rustic vocational skills training system should be established at the national level, and farmers should be guaranteed training in the form of laws. For example, in 2019, "National Vocational Education Reform Implementation Plan" will regard the promotion of the integration of production and education, school-enterprise "dual" education as an important task for furthering vocational education in the new era. Rely on agriculture-related universities, scientific research institutes, enterprises and social institutions to establish a multi-level talent training system, and invest a certain amount of funds and resources to enable it run, and provide farmers with practical skills training. [4] Vocational farmer colleges should develop from pure talent training to talent training, scientific research, technical services and professional qualification certification to meet the diversified needs of skilled farmers.

Second, provide face-to-face vocational skills training for farmers in the 30 to 50 age group who need vocational skills to ensure the quality of training. Guide the development of rural practical technology and farmers in the direction of agricultural industrialization, and support their innovation and entrepreneurship at the policy level. They are an important potential force for rural development, and they are most likely to answer the essential proposition of "what kind of farmers can greatly promote good rural governance" to achieve rural revitalization and sustainable development.

According to the economic growth model, economic growth can rely on continuous capital and resource investment in the initial stage to achieve sustained profitable growth. However, with the continuous investment of capital and the increase of pecuniary scale, this method is becoming more and more difficult to maintain the growth of economy. To achieve growth, we can only rely on innovation and talent. In the context of the country's continuous investment of large amounts of funds and resources in the countryside, only by fully respecting the wishes of farmers and cultivating sufficient rural talents

can be the sustainable development and revitalization of the countryside be realized.

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