Foreign Reference and Reflection on the Cultivation of Rural Logistics Talents: An Example of Lianyungang City

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ABSTRACT

Rural logistics talents are the driving force of agricultural modernization and the leading force of rural economic development. In order to strengthen the cultivation of rural logistics talents, Jiangsu Province formulated the “Thirteenth Five-Year Plan” for Modern Agriculture Development, and pointed out the direction of cultivating new farmers. This paper starts with the importance of cultivating logistic talents from the perspective of the relation between rural economy and logistic talents, then analyzes the experience of rural logistics talents training in Germany, Japan and Australia and finally puts forward some suggestions based on Lianyungang city for the cultivation of rural logistics talents in line with the feature of the new era and probes into the construction mode, teaching method of rural logistics teaching base.¹

INTRODUCTION

Internationally, the modern logistics industry is considered as a basic one for national economy and an important symbol to measure the modernization and comprehensive national strength. So it is vital for the development of modern logistics in rural areas to cultivate talents, especially the professional and technical ones who can understand both the feature of agricultural production and the theory of modern logistics.

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RURAL LOGISTICS ECONOMY AND TALENTS

The Importance of Developing Rural Logistics to Rural Economic Construction

INCREASE FARMERS’ INCOME

Rural logistics provides farmers with jobs; increases the added value of agricultural products through packaging and reprocessing; increases farmers’ income; helps to strengthen linkages among dispersed farmers, forms specialized social organizations and lighten farmers’ position in social and economic activities, then ultimately beneficial to income and chances to start a business.

PROVIDE EMPLOYMENT CHANNELS FOR FARMERS

Rural logistics is a labor-intensive industry, therefore, the development of rural logistics can create many jobs and promote related industries, such as rural tourism, transportation, repair, oil supply, catering services, thus open up new employment ways for farmers.

Attach Importance to the Development of Rural Logistics Talents

At present, the training of logistics talents is still relatively backward and mainly carried out in colleges and universities, but logistics major are insufficient with poor quality. When enterprises decide to have logistics engineering, few logistics managers are available. Although many logistics training courses are held in recent years, most of them belong to lectures on logistics, which is very beneficial to beginners, but it isn’t enough for those who specialize in management. Although in recent years, China’s universities and colleges are developing the work of training talents, the examination of professional qualifications is surging, talents trained every year still can’t meet the needs of the whole industry. Moreover, the shortage of talents directly affects the development of China.

LESSONS FROM FOREIGN EXPERIENCES AND TRAIN AGRICULTURAL LOGISTICS TALENTS

Reference to Foreign Modern Agricultural Logistics Talents Training Concept

Germany and Japan start from human development, meet the needs of farmers’ professional career, strengthen the cultivation of professional quality and train potential talents. The author thinks this should base on employment pressure and the education level, the trained talents should master professional skills and develop with the economy.
Ways to Train Talents in Modern Agricultural Logistics Abroad

In terms of training in vocational colleges and universities, dual system in Germany, intern system in Japan and the TAFE model in Australia are all important to cooperation with enterprises. Giving full play to the role of industry and enterprises, and actively participate in the decision-making, management, teaching, examination and evaluation of schools, to realize the joint training of students by schools and enterprises[1].

The training of rural scientific and technological talents in Germany mainly refers to the joint responsibility of enterprises and schools. Enterprises are responsible for the training equipment and staff salaries. The rest of the costs are covered by the government and in the process of technical training, there is also a combination of schools and enterprises, where they receive theoretical knowledge in the first year, and practice in enterprises in the second and third year.

The agricultural association in Japan plays a vital role in the cultivation of scientific and technological talents. Each association is equipped with instructors to guide the production and management and select young one to participate in studies organized by the National Rural Youth Education Promotion Association to learn advanced production and business knowledge.

Logistics Curriculum System for Training Talents in Modern Agricultural Logistics abroad

Whether dual system in Germany, intern system in Japan or TAFE model in Australia, the basic guiding ideology is to take market as the guide, ability as standard, and meet the market demand, thus build specialty flexibly, construct curriculum system with remarkable features, adopt flexible teaching method and train good staff. In the implementation process there are the following features: the specialty setting emphasizes the professional position, the training goal is the vocational ability, the curriculum design emphasizes the vocational activity process, and the curriculum development is based on the base plane width[2].

The training in Germany requires students to practice a certain number of hours in the selected production sites, familiar with the specific production process, and develop standardized operation habits. At the time of graduation, they must produce qualified agricultural products to obtain a diploma[3].

Local agricultural schools in Japan have laboratories to provide practical opportunities for participants, and send students to model farmers’ homes for internships so that talents can learn advanced management and technical experience according to their own needs.
TRAINING SYSTEM OF RURAL LOGISTICS TALENTS-TAKING LIANYUNGAN CITY AS AN EXAMPLE

According to the 2017 Lianyungang statistic, it has 60 townships and 1432 administrative villages (excluding street offices). The level of economic development is low in the coastal areas, so there is room. With the construction of high-speed rail and the logistics base between China and Kazakhstan, the logistics level have been improved.

Reference to Foreign Modern Agricultural Logistics Talents Training System

The 2002 decision of the State Council on promoting the Reform and Development of Vocational Education clearly puts forward the requirements for vocational education, that is, “vocational education serves for economic and technological progress, for promoting employment and re-employment, for agriculture, rural areas and farmers, for the western region”, in order to better serve the regional economy and train talents, we should take into account the features of the local agricultural logistics and the actual need, then cultivate talent in line with the needs of local agricultural development and relevant enterprises, and construct the corresponding curriculum system, then reform the teaching methods.

EXPLORE THE LOGISTICS PRACTICE BASE OF THE NEW RURAL CHARACTERISTIC

Lianyungang put forward the construction of new rural town in 2017, which can be used as the model of school practice base, and this base combines production with research, relying on the setting demonstration town, thus can not only promote the development of specialty, but also improve the ability of local peasants and students to participate in the social practice and solve practical problems and achieving a win-win goal. In this way, they can have a better understanding and adaptation of the current situation in different ecological and new rural areas thus enrich horizons. At the same time, relying on the professional advantages ,it can make local farmers and students participate in and provide technical support for the construction of rural area.

At present, the first batch of city-level industrial towns in Lianyungang include Donghai County, Taolin Automobile Recycling Economic Town, Guanyun County Yiqu Town, Guannan County Tanggou Xiangquan Town, Ganyu District Town to catch the Sea, Haizhou District, Health and Sanitation Town, Lianyun District Gaogongdao Laver Town and High-tech Zone Flower Hill Silk Road Intelligent Town.

In principle, Lianyungang's industrial town has a good layout, which is relatively independent of the industrial area, and has conditions for the development of the park or the small town around the city. Therefore, the rural logistics has a
good foundation, which fully accords with the condition of the logistics practice base.

DEVELOP THE PRACTICE BASE MODEL OF MODERN AGRICULTURAL DEMONSTRATION GARDEN

Modern agriculture is an industry equipped with modern achievements, armed with modern science and technology, with the specialization, intensification and commercialization of modern scientific management, sustainable development with high quality, high efficiency, ecology, safety and energy conservation. Most modern agricultural demonstration parks are run and managed by leading enterprises. Therefore, through the cooperation of schools and enterprises, the establishment of practice bases, this can be, on the one hand, to recruit rural left-behind farmers, to have vocational re-education so that they not only grasp agricultural skills, but also apply what they have learned to make up for the lack of rural logistics personnel. At the same time, they can be teachers and students each other and promote exchanges and cooperation.

Reference of Foreign Modern Agricultural Logistics Talent Logistics Curriculum System

DEVELOP THE VOCATIONAL EDUCATION OF “BRING IN” AND “GO OUT”

According to its characteristic industry, regional advantages and climate, Lianyungang can take advantage of the national strategy of “belt and road” according to each village’s own situation, and connect with the countries along the line, learn from each other, and absorb foreign outstanding talents.

ACTIVELY COOPERATE WITH INDUSTRY ENTERPRISES IN THE DEVELOPMENT OF COURSES

The curriculum system should be reformed according to the relevant professional qualification, and the boundary between subjects should be desalinated, to widen the scope of specialty, and strengthen the intersectionality, thus meet the needs of talent.

ESTABLISH A NATIONAL VOCATIONAL QUALIFICATION SYSTEM

The logistics theory of developed countries has formed a complete system. Germany, Japan and many other countries have formulated relevant laws on the qualification, registration, examination, study, responsibility, business and power of important post personnel, and established the qualification certification system for various logistics practitioners. The implementation of the system undoubtedly
guarantees the development of higher vocational education. However, China has not established a unified national system, which to some extent restricts the logistics education. So China should learn from the successful experience other countries, strengthen the ties between the government, enterprise and schools, standardize and refine logistics qualification system, thus realize the systematization of higher vocational education, the modularization of the curriculum structure, the certificate and the integration of employment.

CONCLUSIONS

The age and gender structure of logistics talents in Lianyungang city is unreasonable, which indicates that it is necessary to improve the overall labor quality of the rural people by making specific training for different age groups and genders. According to the development direction of farmers to carry out “bring in” and “go out” vocational education.

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