Research on Development of Rural Area based on Digital Perspective

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Abstract

The digital development model has become an important force that cannot be ignored in China's economic growth. Digital technology has played an active role in the e-commerce of the real economy, the simplification of government services, and the scientification of social governance.The development idea of "Internet+" has brought structural changes to market-oriented development, prompting the industry to revolutionize itself to meet the development needs of the times.However, China's rural areas are a closed society, which is not only a difficulty in China's governance, but also a weak area for economic development.Integrating the concept of digitalization into the road of rural development can change the declining trend of rural development, change the problem of low efficiency of rural governance and low economic development efficiency, and inject new vitality into rural development.

Keywords

Rural; Digitalization; Development; Technology.

1. Introduction

China's economy is in a stage of rapid development.In economic development. In the economic development, there are not only the brilliant and colorful economic development of emerging industries, but also the stable economic performance of mature industries, and the phenomenon of emerging industrial technology promoting the replacement of mature industries with more lasting vitality. Recently, the "Internet +" emerging industry that has been advocated is an economic cooperation model that combines the Internet with other industries. Grasp the attention of young people through the marketing and digital features of the Internet, and then use the product services and product maintenance of the mature industry chain to cut into the buying points of the young people. It is precisely relying on the linkage model of Internet thinking + mature industrial chain that the Internet economic model has broken the economic and industrial barriers and achieved strong growth momentum.

Through the development of the digital economy of the Internet, the supply-side structural reforms that China has been advocating have gradually come out of the development dilemma. In the 2019 edition of the white paper on China's digital economy development and employment, China's digital economy has exceeded 31 trillion in 2018, the GDP reached 91.9 trillion in 2018, and the digital economy has reached 30% of GDP. Digital development is no longer limited to the computer industry, telecommunications industry and other industries with clear longitude and latitude, but has penetrated into the original mature industry chain through computer computing, artificial intelligence, AI technology and so on, playing an irreplaceable economic role for the sustainable development of the economy.

Although the development of the digital economy has become an indispensable force in promoting the continuous development of China's economy, the research on the development trajectory of the digital economy has found: 1. The development of digital economy is concentrated in first- and second-tier cities, and third- and fourth-tier cities are developing in digital economy. Still can't find its position in.2. The development of digital economy has

exacerbated the dual development of urban and rural areas from another level. Instead of narrowing the gap between urban and rural areas, it has become larger and larger. How to allow the development of digital economy to sink to county-level cities so that the vast grassroots society in China can also enjoy the dividends of China's economic development has become a difficult problem for the central and local governments. However, with the increasing number of mentions of the concept of digital economy and rural revitalization in the central working conference, the central government also intends to use the digital economy as a beneficial means to promote the development of rural revitalization strategies. However, the path to the use of digital economy to strengthen rural economic development is still in the vague policy stage. How to deal with the potential power of digital economy and let it promote the development of rural revitalization strategy?

2. Development Stage

2.1. Digital Development

The base of digital economy has always been in the first and second tier cities. For example, Alibaba Group's e-commerce system is in Hangzhou, Zhejiang Province, and the e-commerce industry is a perfect combination of digital economy and real economy. Alibaba Group has constructed an online business model. The offline physical businesses of Hangzhou Sijiqing Garment City and Yiwu Commodity City have been transferred to the online model, and the "B2C model" of e-commerce has been used to remove the link of middlemen and make the small commodity economy. Directly into the hands of the masses with the help of electronic business models. Therefore, the digital economy develops like a fish in big cities, but in the grass-roots villages, it will become unacceptable. The population structure of rural society has a high proportion of the elderly, and the social atmosphere is strong. The development of rural society often follows the old model, and the development of human relations is of great importance. How to make the digital economy accepted by the rural society is the first step for digitalization to enter the rural society. The "Run at most once" service promoted by the Zhejiang Provincial Government has continued to develop in various cities. This service reform relies on Internet digital technology to bring government affairs handled by government agencies and enterprises into the official website of Zhejiang Province. This is the actual content of the government's reform of streamlining administration and delegating powers. It has greatly simplified the government's work process, improved the government's work efficiency, and shortened the waiting time for the masses. Zhejiang government affairs service website can not only face individuals, but also an important window platform for enterprises. Individuals can handle various matters such as social security, provident fund, entry and exit, household registration, driver's license, marriage and childbirth, etc. on the government service website; Enterprises can conduct project management such as business opening, change, cancellation, tax payment, participation in bidding, etc. on the government service website. The Zhejiang government service website not only has the effect of convenient services for the people, but also allows the people in the countryside to be exposed to the effect of digital governance, enriching their sense of experience. In the past, most of the people in the villages were elderly machines, and there were limited channels for access to digital and intellectualization. The current government service website includes all the matters around the people online, so that they can enjoy pension insurance payment and application, utility bill payment, medical insurance reimbursement and other services without leaving their homes. The rural location is far away from the city center, and the development location is at a disadvantage. Through the digitalization process, the obstacles of the actual geographic location are removed, so that the village and the city can enjoy the same development services, and the rural people's sense of experience in the digital development process is enhanced. The changes brought about by the

digital process are slowly accepted by the rural people, and the digital process is integrated into the rural development.

2.2. Digital Governance

Digital reform should not only be an online convenience method, but also an important helper in rural governance. After the founding of New China, the central government has always regarded getting rid of poverty and common prosperity as the ultimate goal of our social development. In the early stages of social development, many people were indeed low-income people due to lack of professional skills, industrial adjustments, laid-offs, and return to poverty due to illness. Various governments provided various subsidies such as subsistence allowances and unemployment in accordance with the policies at the time, hoping to help The people in need get rid of their temporary predicament. Although the starting point of the policy is good, the long-term application of subsidies has caused some people to rely on plots. In the long run, it will not only be detrimental to our fight against poverty, but will also affect the fairness and justice of the society and the society as a whole. Unity. Since the grass-roots civil affairs department introduced digital management means to input the basic information of poor households into the management system, the basic information of all poor households can be clearly listed.Regularly check the basic situation of the poor households, no longer rely on the personal statements of the managers of the poor households, but also examine the financial situation of the poor households' family members, personal deposits and other financial conditions. The poor households who have reached the poverty alleviation standard shall be taken off their hats in a timely manner. In addition, regular skills training is carried out for poor households who lack personal skills and are unemployed, and regularly understand the corresponding personal employment situation to help them return to employment and get rid of the status of poor households. Through digital management technology, the concept of precise poverty alleviation is truly penetrated into the grassroots, and the dishonest behaviors encountered in the process of social poverty alleviation are eliminated, so that the people support and believe in the government's digital management.

2.3. Digital Beautiful Countryside

In the process of rural governance, the construction of beautiful villages has always been an insurmountable threshold. The beautification of rural areas is different from the requirements for beauty in urban development. In the process of rural beautification, there must be both road planning and construction, as well as classics. The charm of the village. This is another kind of beauty that is different from the high-rise buildings in the city. It is not limited to the smoothness and cleanliness of the road, nor is it limited to the lushness of the old trees in the village. It is necessary to be close to nature, but also to have a complementary effect with nature. The different requirements for beauty in the countryside are also destined to not copy the existing model in rural construction, but to have a brand-new model, which must keep up with the new requirements of the society for beautiful villages.

1) Regardless of how the beauty of the countryside is interpreted, the cleanliness of the rural environment is always a basic requirement. This tells us that we need to strengthen the education of the villagers and tell them to take care of the village where they live. It is necessary to support and protect the cleanliness of the environment in the village: actively learn the knowledge points of garbage classification, manage their own courtyards, and protect the water sources of village-level rivers. However, there are still situations in the villages such as throwing garbage everywhere, spitting everywhere, and full of livestock manure on the ground. Therefore, education alone is not enough in rural governance. It is necessary to strengthen institutionalized management measures, clarify disciplinary measures for violating village rules and regulations of rural environmental governance, and timely manage and maintain the achievements of rural environmental governance through video monitoring.

2) The beauty of the countryside needs to be highlighted. The beautiful construction of rural areas is by no means an overnight undertaking, but should be developed as a long-term undertaking. The construction of rural beauty should follow the trend of the times and create a beautiful rural environment suitable for the needs of the current society.First, we should study the development direction of beautiful villages with high social attention and timely adjust the development direction of our villages; Second, we should combine our own characteristics. Different rural development should take into account the original style. Mountainous villages should focus on creating a fresh air environment, and remote villages should focus on the tranquility of the countryside; Third, we should strengthen publicity. The construction of beautiful villages should not only pay attention to the effect of construction, but also strengthen external publicity. We should improve the quality of the content of high-quality scenic spots in the village, cater to the preferences of young people in the publicity channels, but also pay attention to the retention of traditional publicity channels. It can be mobile phone client's WeChat tiktok, short video of shaking, and can also use good traditional broadcasting and SMS propaganda methods. Increase the intensity of external publicity. Make good use of digital propaganda methods to increase the effectiveness of external propaganda.

2.4. Digital Management

Digital management has shown an irreplaceable position in China's fight against the new crown pneumonia epidemic in 2020.For the raging stage of the epidemic, digital management has helped the government accurately pinpoint the behavior trajectory of confirmed persons, the range of close contacts, and digital management of personnel and other public management issues. Digitized trajectories such as telecom positioning, monitoring face recognition, and payment information registration in digital management are all effective measures to assist the government in digital management and control. In addition, digital management also helps distinguish high-risk areas and general areas. The red, yellow and green health codes not only efficiently identify personnel information, but also reduce personnel gathering and quickly disperse personnel. These digital management methods are not only used in crowded places, but also in rural management with a strong human touch.During the epidemic period, the flow of rural personnel is more complex and difficult to manage. Rural personnel include not only those who have returned from the city, but also migrant workers in rural enterprises. Among rural personnel, there are not only urban anti rural personnel, but also migrant workers in rural enterprises. The real problems such as high risk of cross infection, high possibility of concealment or omission, and difficulty in large-scale control in rural areas have caused rural areas to be in a short board in the process of epidemic prevention and control. However, with the efficient operation of big data acquisition and analysis system in digital management, it can accurately locate the specific information of foreign visitors and anti rural personnel according to telecom data, and timely take basic epidemic prevention measures such as personnel flow registration and local isolation and resettlement. Digital management has virtually helped the countryside to establish a checkpoint for entering the village, timely locked the basic information of people entering the village, established a natural barrier, protected the safety of the countryside, and is the gatekeeper in rural construction.

2.5. Digital Agriculture

Agricultural development is the top priority of the three rural issues. The No. 1 document of the State Council every year focuses on the development of the three rural issues. With the popularization of digitization in rural management, agricultural problems should also make good use of digital scientific and technological means.

At present, agricultural development has fallen into the phenomenon of barren land, dependence on pesticides and fertilizers, serious pollution and so on, which makes agricultural development enter a vicious circle. Digital management can collect, analyze, and give

comprehensive suggestions for each link in the agricultural planting process, which can effectively alleviate agriculture's dependence on pesticides and reduce land pollution. Digital management uses scientific and technological means and big data analysis functions to carry out a scientific and reasonable layout of the rural planting industry. According to the pH of the planting land, climate change, humidity and other factors, select good seedlings suitable for planting reasonably to avoid the wrong selection of seedlings. A year of hard work of farmers was in vain; During the cultivation process, timely preventive measures should be taken to prevent possible pests and diseases of crops. Digital measures such as regular weeding, virus detection, and precise watering can ensure the energy required for crop growth, and can also reduce the dependence on pesticides and fertilizers in the process of crop growth, and reduce the degree of land pollution; Later, when harvesting, digitally manage the results of crops and classify them reasonably according to the size, appearance, and sweetness of the crops. The selling prices of different crop grades are also different. Digital management is helpful to increase farmers' personal income.

3. The Road to Digital Rural Governance in the Future

3.1. Digital Finance

To promote the all-round development of rural areas, farmers, and agriculture, it is necessary not only to have a scientific and reasonable planning blueprint, but also to have a certain amount of financial support. However, this fund does not necessarily come from the financial funds of the grassroots government, but to broaden the sources of funds for the construction of agriculture, rural areas and farmers. Taking the huge funds in financial institutions such as rural rural credit cooperatives and postal savings as a source of power for agricultural and rural development, how to introduce the "running water" in financial institutions into the development of agriculture, rural areas and farmers will be the next direction we need to study. First of all, financial institutions should change their business direction and not only launch commercial loans suitable for the development of rural enterprises.We should also introduce small agricultural loans suitable for farmers and agricultural development for a long time in combination with the actual situation of rural areas. In the future, the savings from the masses of farmers will be used for agriculture and rural construction and development. Secondly, the application procedures need to be changed. The loan should not only be based on the social security base and wage income, but also in combination with the actual situation in rural areas. It can be used as the basis for loan approval according to the indicators suitable for farmers' development, such as farmers' credit, the number of family contracted fields, agricultural machinery and equipment. In addition, we will build a farmers' loan approval and evaluation system to refine the loan index score from the relevant data such as farmers' personal credit, farmers' family situation and the actual output value of agriculture, so as to facilitate farmers with good credit and good reputation to apply for agricultural loans and develop rural agriculture or tourism.

3.2. Digital Tourism

Rural development is inseparable from the development and utilization of tourism resources, but tourism is an industry that constantly seeks innovation and change. A slight delay in tourism development will affect tourists' sense of experience. Moreover, the development of rural tourism itself has some disadvantages. The phenomena of insufficient construction of rural tourist attractions, serious homogenization of tourism content, insufficient experience of tourism projects, insufficient tourism interest and so on have always existed in the development process of rural tourism. One of the most complex is the lack of supporting facilities for tourism projects. The frequent tourist situation is that long-term holidays such as November and Spring Festival have long queues, which not only block the roads of rural

tourism, but also make public toilets, parking lots, and dining places overcrowded, and the experience of tourists is extremely poor; On the usual holidays, the flow of people is sparse, and it is difficult to meet the daily operational needs. In order to cope with the differentiated development of rural tourism, the introduction of digital management technology can effectively alleviate some congestion. First of all, use big data analysis and calculation functions to accurately locate and analyze the number of crowded vehicles and influx of people in the past long vacations, and have a rough evaluation result of the past long vacation trips. Based on the results of the evaluation, plans for the development of rural tourism are formulated, such as opening up parking spaces, adding public toilets, strengthening personnel guidance and other supporting services to avoid reducing the experience of tourists due to peak travel periods. Secondly, analyze the hot spots on the Internet, understand the current tourist enthusiasm and concerns of tourists, and study the main direction of tourism development in the next step.Finally, rationally and scientifically plan the tourism route map, and use mobile phone software, travel logs and other means to enrich the actual content of rural tourism.

3.3. Digital Culture

Rural society has always been dominated by agriculture, and the leisure life after busy farming is often dominated by meals, mahjong and other life. The content of the farmer's spare time is very empty, and the risks and chances of gambling are high. How to enable farmers to have a healthy leisure life after dealing with busy farming is also an important issue of rural management. Rural cultural construction has always been in a blank spot. Making good use of Internet resources to enrich farmers' spare-time lives and solidly promoting rural cultural construction is conducive to the construction of a harmonious rural society. Rural culture can take the form of holding regular activities to consolidate the achievements of rural cultural construction. Regular cultural performances, talent shows, interest training courses and other forms can be used to enrich farmers' spare-time life.

Digital rural governance still has room for growth in the rural finance, tourism, and cultural sectors. Make good use of digital technology to promote rural modernization and accelerate the implementation of rural revitalization strategies.

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