

Research on Rural Revitalization Strategy Driven by Digital Economy

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Abstract. This study deeply discusses the important role and role of the digital economy in the rural revitalization strategy. With its unique advantages, the digital economy provides a strong impetus for rural revitalization. The internal mechanism of the digital economy and how it integrates and promotes each other with the rural revitalization strategy are all important contents of this study. Studying the relationship between digital economy and rural revitalization not only helps us understand the internal mechanism and development trend of digital economy, but also helps us to formulate more scientific and reasonable rural development policies.

Keywords: Digital Economy; Rural Vitalization Strategy; Agricultural Modernization; Rural E-commerce.

1. Introduction

In the 21st century, with the rapid development of science and technology, the digital economy has become a hot topic around the world. Based on emerging technologies such as the Internet, big data and artificial intelligence, it has brought unprecedented opportunities and challenges to economic development. In China, the proposal and implementation of the rural revitalization strategy is a positive response to this era background. The combination of digital economy and rural revitalization is not only the inevitable trend of economic development, but also the key to the all-round rural revitalization. Rural revitalization aims to promote the all-round development of rural economy, society, culture and ecology through a series of policies and measures. The digital economy, with its unique advantages, has provided a strong impetus for rural revitalization. The core of digital economy lies in informatization, networking and intelligence, which is exactly urgently needed for rural revitalization. Driven by the digital economy, rural areas can realize the optimal allocation of resources, improve production efficiency, and broaden sales channels, so as to improve the overall economic and social benefits. This study aims to deeply explore how the digital economy promotes the implementation of the rural revitalization strategy. We will analyze the underlying mechanism of the digital economy and how it integrates and promotes it with the rural revitalization strategy. Studying the relationship between digital economy and rural revitalization not only helps us understand the internal mechanism and development trend of digital economy, but also helps us to formulate more scientific and reasonable rural development policies[1].

2. Literature Review

At home and abroad, the research on digital economy and rural revitalization has achieved certain results. These studies mainly focus on the connotation and characteristics of the digital economy and the impact of the digital economy on agriculture, rural areas and farmers. In foreign countries, some scholars have discussed the role of digital economy development on rural revitalization from the macro level. They believe that the digital economy can optimize the allocation of resources, improve production efficiency and promote market circulation, thus injecting new vitality into the rural economy. For example, with the continuous development of Internet technology, e-commerce is gradually emerging in rural areas, providing a new channel for the sale of agricultural products. At the same time, the digital economy can also promote the transformation and upgrading of rural

industries and enhance the overall competitiveness of rural areas. For example, the application of intelligent agricultural technology can realize the intelligence and refinement of agricultural production, and improve the efficiency and quality of agricultural production. In China, many scholars have also conducted in-depth studies on the relationship between the digital economy and rural revitalization. They analyzed the application and practice of digital economy in agriculture, rural e-commerce, rural tourism and other fields, and summarized the positive impact of the development of digital economy on rural economy. For example, some scholars have studied the role of the development of rural e-commerce in promoting the rural economy. They believe that the development of rural e-commerce can not only promote the development of related industries and increase employment opportunities, but also improve the income level and quality of life of farmers. In addition, some scholars put forward the restrictive factors and countermeasures for the development of digital economy, which provide reference for policy making. For example, some scholars pointed out that the development of the digital economy is faced with problems such as lagging infrastructure construction, talent shortage and lack of innovation, and the government needs to increase support to promote the healthy development of the digital economy. However, despite some results in existing studies, some limitations remain. First of all, the existing studies focus on the macro level of digital economy, and lack of in-depth discussion on the internal connection between digital economy and rural revitalization. Although scholars have recognized the important role of digital economy in rural revitalization, there is still a lack of in-depth research and discussion on the specific path and mode of how digital economy contributes to rural revitalization. Secondly, there are relatively few empirical studies, and a lack of in-depth investigation of the specific application and effect of digital economy in rural areas. Although some studies have analyzed the application of digital economy in agriculture, rural e-commerce and other fields, these studies mostly stay at the theoretical level and lack in-depth investigation of the effect and influence of practical application. Finally, how the specific path and mode of digital economy to help rural revitalization still need to be further discussed[2].

3. Theoretical Basis of Digital Economy and Rural Revitalization

3.1. Definition and Characteristics of the Digital Economy

Digital economy takes data resources as the key element, and uses the integration and application of modern information network and information and communication technology, to promote the transformation of the economic form to a more efficient and fair direction. Its characteristics are mainly manifested in three aspects: first, data becomes the core factor of production. In the era of digital economy, the importance of data is becoming increasingly prominent. It is not only the basis for decision-making, but also a key resource to drive economic development. Secondly, the information network becomes the main carrier. The rapid development of the Internet, the Internet of Things, cloud computing and other technologies has provided a solid foundation for the rise of the digital economy. Finally, the digital transformation of all elements. Under the influence of the digital economy, various elements are undergoing a deep digital transformation[3].

3.2. Connotation and Objectives of Rural Revitalization

The rural revitalization strategy is a major strategy put forward by the Chinese government to solve the long-standing problems of agriculture, rural areas and farmers and promote the coordinated development of urban and rural areas. This strategy is not only related to the well-being of agriculture, rural areas and farmers, but also an important part of the country's overall economic and social development. Industrial prosperity is the foundation of rural revitalization. As the leading industry in rural areas, the structure of agriculture needs to be optimized, and the characteristic industries need to be developed to improve the agricultural output value and farmers' income level. Only with thriving industries can the economic foundation of rural areas be stable and provide support for the development of other areas. Ecological livability is the key to rural revitalization. With the economic development, the rural ecological environment must be effectively protected. This includes

improving the rural living environment, improving the quality of life of rural residents, and making the countryside a livable place that people yearn for. Rural civilization is the soul of rural revitalization. Village is not only a place of material production, but also a carrier of cultural inheritance. By carrying forward the core socialist core values and inheriting the excellent traditional culture, the civilization of rural society can be improved and a harmonious, civilized and progressive folk customs can be formed. Effective governance is the guarantee of rural revitalization. The rural governance system needs to be improved, and the governance capacity needs to be improved to ensure the harmony and stability of the rural society. This needs to establish and improve the rural governance mechanism and make it more scientific and effective. Prosperity is the fundamental goal of rural revitalization. Through the implementation of the rural revitalization strategy, farmers' income should be increased, their living standards should be improved, and the gap between urban and rural areas should be gradually narrowed[4].

3.3. Analysis of the Correlation between Digital Economy and Rural Revitalization

The correlation between digital economy and rural revitalization is increasingly prominent, and there is a close internal connection and interaction mechanism between them. With the rapid development of digital economy, it has injected new impetus and vitality into rural revitalization and provided a new development path. Digital economy plays an important role in promoting agricultural modernization. By introducing modern information technology and intelligent equipment, agricultural production can be intelligent and refined, which not only improves the efficiency of agricultural production, but also helps to improve the quality of agricultural products. The application of digital technology makes precision agriculture and smart agriculture possible, providing strong support for the modernization and transformation of agriculture. At the same time, the development of digital economy has also opened new sales channels for agricultural products, such as e-commerce platforms, live streaming, etc., which have greatly enriched the sales methods of agricultural products and increased the income source of farmers. Digital economy has brought new opportunities for rural industrial upgrading. With the popularization and application of digital technology, emerging industries such as rural e-commerce and rural tourism are booming in rural areas, injecting new vitality into the rural economy. The application of digital technology has promoted the transformation, upgrading and integrated development of rural industries, and promoted the diversification and modernization of rural economy. This not only improves the overall competitiveness of the rural economy, but also provides more employment and entrepreneurship opportunities for farmers, and promotes the sustainable development of rural areas.

4. Path and Mode of Digital Economy Driven by Rural Revitalization

4.1. The Development and Application of Digital Agriculture

Digital agriculture refers to a new agricultural form that conducts intelligent and fine management of agricultural production by using digital technology. Digital technology has wide application prospects in agricultural production, management, sales and other aspects. For example, through satellite remote sensing, UAV and other technologies, rapid collection and processing of farmland information to provide scientific decision-making basis for agricultural production; with Internet of Things technology, it can monitor crop growth in real time, and realize precise fertilization and irrigation; with the help of e-commerce platform, agricultural products can be directly sold to consumers, reducing intermediate links and increasing farmers' income. The application effect of digital agriculture is remarkable, which can improve the agricultural production efficiency, the quality of agricultural products and farmers' income level.

4.2. The Rise and Challenges of Rural E-commerce

Rural e-commerce refers to the use of e-commerce platform to carry out rural commodity circulation and service business activities. In recent years, with the popularization of the Internet and the rapid

development of e-commerce, rural e-commerce has gradually emerged, injecting new vitality into the development of rural economy. The development trend of rural e-commerce is obvious, but it also faces some challenges. The construction of rural e-commerce infrastructure is relatively lagging behind, and the logistics and distribution system is not perfect, which affects the coverage and timeliness of e-commerce services. The standardization degree of agricultural products is low, the quality supervision system is not perfect, affecting the brand image and market competitiveness of agricultural products. The lack of e-commerce talents is also an important factor restricting the development of rural e-commerce.

4.3. Innovation and Practice of Digital Rural Governance

Digital rural governance refers to a new mode of using digital technology to improve the rural governance capacity and governance level. The application of digital technology can realize the informatization, intelligence and refinement of rural governance, and improve the governance efficiency and service level. For example, through the digital platform of rural governance, the integration of policy publicity, information release, public opinion survey and other functions can be realized; with big data technology, mining and analyzing rural governance data to provide scientific basis for decision-making; with the help of intelligent monitoring system, improve security capability. Innovative practices of digital rural governance are constantly emerging. In some places, villagers' participation and satisfaction are increased by establishing villager information management system and promoting the openness of village affairs, and in some places, digital technology is used to carry out smart rural construction, improving the level of rural infrastructure and public services.

4.4. The Combination of Digital Economy and Rural Cultural Inheritance

The combination of digital economy and rural cultural inheritance is one of the important ways to realize rural revitalization. Rural culture is an important part of the excellent traditional Chinese culture, and is the spiritual pillar and internal power of rural revitalization. Digital economy can provide a new carrier and platform for rural cultural inheritance, and promote cultural innovation and development. For example, digital technology can transform traditional handicrafts, folk art and other into digital products, expand their communication channels; using the Internet platform can promote rural tourism, folk culture and other characteristic industries, promote the combination of cultural inheritance and economic development; with the help of new media can strengthen the publicity and education of rural culture, improve the cultural confidence and sense of belonging of villagers [5].

5. Policy Recommendations

5.1. Increase Investment in Digital Infrastructure Construction

The government should focus on the construction of network facilities in rural areas, increase the investment, and improve the network coverage rate and access speed. This will not only help narrow the "digital divide" between urban and rural areas, and make rural areas better integrate into the development trend of the digital economy, but also can further release the potential of the rural market and promote the transformation and upgrading of the rural economy. In the implementation process, the government should cooperate with the telecom operators to jointly promote the construction of network infrastructure in rural areas. In addition, the government can encourage enterprises and social capital to participate in the construction of rural digital infrastructure by providing preferential policies and financial support.

5.2. Cultivate Talents in Digital Agriculture and Rural E-commerce

The government should actively organize training and exchange activities to improve farmers' digital skills and e-commerce operation capabilities. The training content can include the use of e-commerce platform, network marketing strategy, agricultural products quality control and other aspects. At the same time, the government can invite successful e-commerce enterprises and agricultural experts to

give lessons to farmers and share practical experience and skills. In addition, the government can set up scholarships and entrepreneurship support programs to encourage farmers to participate in e-commerce training and academic education to improve their own quality. By cultivating a team of professionals who understand both agriculture and digitalization, they can make full use of digital technology to promote agricultural modernization and rural economic development. This can not only improve the efficiency of agricultural production, increase the added value of agricultural products, but also promote the development of rural e-commerce, and broaden the sales channels of agricultural products.

5.3. We Will Guide and Support Enterprises to Participate in Rural Revitalization

The government should encourage enterprises to use digital technology to empower the agricultural industrial chain, improve agricultural production efficiency, and increase the added value of agricultural products. For example, using the Internet of Things technology to achieve precise agriculture management and improve the quality and output of agricultural products; using big data to analyze market demand and trends and guide the production and sales of agricultural products; using the e-commerce platform to expand the sales channels of agricultural products and enhance brand awareness and market competitiveness. At the same time, the government can introduce relevant policies to lower the investment threshold of enterprises, reduce the burden on enterprises, and further stimulate the enthusiasm of enterprises to participate in rural revitalization. For example, provide preferential policies such as tax relief and land lease; establish communication and cooperation mechanism with enterprises to understand their investment needs and difficulties; build investment service platform to provide project promotion and financing support services.

5.4. Improve the Digital Rural Governance System

The government should strengthen the construction of the digital platform for rural governance, and improve the openness of village affairs and the participation of villagers. Digital rural governance platform can include government affairs service, village affairs management, convenience service and other functional modules. Through this platform, villagers can know the village affairs, online affairs, feedback problems, etc.; village cadres can issue notices and announcements, manage village affairs data, online communication, etc.; government departments can supervise village affairs, collect public opinion feedback, and optimize policy formulation. The construction of digital rural governance system can improve the efficiency and transparency of rural governance, and enhance the sense of participation and gain of villagers. At the same time, the government should strengthen the construction of rural public security monitoring system and improve the level of intelligence and refinement of rural governance.

5.5. We will Strengthen Policy Support and Funding Guidance

The government should formulate a series of preferential policies for the integrated development of digital economy and rural revitalization to provide policy support for the development of related industries. For example, tax relief and financial subsidies will be given to enterprises and individuals engaged in digital agriculture and rural e-commerce; priority loans and low-interest loans for development projects integrating digital economy and rural revitalization; and reward and promotion for projects with innovative and exemplary significance. At the same time, the government can provide sufficient financial guarantee for the integrated development of digital economy and rural revitalization by setting up special funds and guiding financial institutions to increase credit supply. In addition, the government can also cooperate with social capital to jointly promote the development of rural digital economy. By introducing social capital to participate in the rural digital economy development projects, the advantages of the market mechanism can be utilized to attract more social resources input.

6. Conclusion

This study deeply explores the important role and role of the digital economy in the rural revitalization strategy. We found that the digital economy has shown a significant improvement effect in agricultural output value, farmers' income, rural employment and rural governance. This provides strong policy suggestions and implementation basis for the government and relevant institutions, and emphasizes the key role of the digital economy in promoting rural revitalization. However, there are still some limitations in this study, such as the insufficient analysis of some specific factors. In order to further improve the research, data sources should be further expanded in the future, the internal connection between digital economy and rural revitalization should be deeply explored, and more effective policy measures and practice models should be explored.

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