

Research on Rural Cultural Revitalization under the Background of Digital Economy: Taking Chongqing Rural Cultural Construction as an Example

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Abstract: Currently, the digital economy is regarded as a popular term. This article attempts to clarify the close relationship between digital economy and rural cultural revitalization from the perspective of rural revitalization. Based on the actual GDP situation of 38 districts and counties in Chongqing, the article focuses on analyzing the rural cultural characteristics of the new Chongqing, especially the districts and counties with lower GDP rankings. At the same time, explore how Chongqing should seize the opportunity of digital economic development and achieve the goal of rural cultural revitalization in the new era background; And research has been conducted from several aspects, including modernization of agriculture and rural areas, rural cultural museums, cultural tourism, origin of archaeological sites, education and cultural industries, and rural employment issues.

Keywords: Digital economy; Industry digitization; Digital industrialization; Rural culture; Intelligence

In recent years, the term “digital economy” has become the most frequently used term in the entire Chinese context. But most people have only a partial understanding of the digital economy. What exactly is the digital economy? Why can it bring earth shattering changes to our country’s economy? As a municipality with prominent urban-rural dual structure, how can Chongqing seize opportunities and effectively promote the revitalization of rural culture in the context of the digital economy?

To promote the revitalization of rural culture in the new Chongqing, it is necessary to conduct research on the above issues.

I. Understanding the Digital Economy

1. The Concept of Digital Economy

Specifically, the digital economy is that people use Internet technology, especially digital emerging technology, to provide one-stop services for enterprises or businesses and customers. To achieve the goal of industrial intelligence, developing the digital economy is a necessary path.

The emerging technologies used in the digital economy mainly include big data, cloud computing, 5G communication, Internet of Things, blockchain, and artificial intelligence. It has a wide range of applications.

The digital economy can be simply summarized as: industrial digitization+digital industrialization. The construction of 5G networks in China has gone through several stages, from scratch to existence, from existence to excellence, from weakness to strength, and from point to surface, ultimately building the world’s largest and technologically advanced 5G network. The use of sectors in traditional industries can increase output and improve efficiency as a result. Secondly, digital industrialization is to strengthen the research and development of digital core technologies, achieve independent and controllable core technologies, and industrialize information technology in order to better empower various traditional industries such as electronic information manufacturing.

2. The development of digital economy is the trend

The scale of the global digital economy is gradually increasing, and its popularization provides broad space for the development market of the digital economy. And a large number of enterprises can better understand the needs of customers and markets through mining and analyzing big data, optimize products and services in a targeted manner, thereby reducing social transaction costs, optimizing resource allocation, and improving efficiency. Artificial intelligence, as one of the key technologies in the digital economy, is gradually being widely applied in the development of the digital economy. Through this innovation, it will provide enterprises with higher production efficiency.

In recent years, while penetrating digital technology into multi-channel and multi-directional traditional industries, China has also vigorously accelerated the construction of Internet infrastructure, accelerated the development and application of information systems, established big data centers, and gradually formed a series of digital industry chains and industrial clusters. The accelerated commercial application of 5G technology provides enterprises with a more efficient network environment, supports the development of the Internet of Things and intelligent manufacturing, and further promotes the development of the digital economy. The use of the Internet is accompanied by data storage and services, and cloud decentralization, which has produced the blockchain that is known all the time. For enterprises, these data and content are open and transparent. A trading institution is needed between various nodes in the blockchain, which requires the participation of financial institutions and promotes the development of the financial industry.

The development of the digital economy has broken the information asymmetry of traditional industries, allowing consumers and manufacturers to achieve a win-win situation simultaneously. It can not only be used in the economic field, but also generate a win-win effect in rural cultural revitalization.

II. The mutual promotion relationship between the development of digital economy and the revitalization of rural culture

Nowadays, China is also striving towards inheriting cultural traditions, utilizing the diverse development channels of the digital economy, revitalizing diversified rural culture, driving rural cultural economy with the development of the digital economy, and driving local regional economic development with the revitalization of rural culture. The development of digital economy and the revitalization of rural culture complement and promote each other.

At present, the development of the digital economy has begun to assist some rural cultural construction pilot projects in China. For example, Liutuan Town in Changyi City, as a pilot town for digital rural development in Weifang City, Shandong Province, utilizes new digital technologies and technology to deeply integrate digital agriculture with modern agriculture and rural areas, transforming “saline alkali marshes” into high-yield “ton grain fields”.

Seeing a leopard in a glimpse, the digital economy has promoted the revitalization of rural culture; The revitalization of rural culture has further promoted the development of the digital economy.

III. How to Seize the Opportunities of Digital Economy Development and Drive Rural Cultural Revitalization in New Chongqing

1. The Rural Cultural Characteristics of New Chongqing

Firstly, as one of the four municipalities directly under the central government in China, Chongqing has special historical and political significance. As early as the Anti Japanese War, the Nationalist government relocated its capital to Chongqing, which once became the political, economic, and cultural center of China’s rear area, as well as the birthplace of the Hongyan spirit. After the reform and opening up, with the needs of the national economic development strategy, Chongqing has been included in the key development cities, gradually becoming the economic center, international consumption center city, and core city of the Chengdu Chongqing dual city economic circle in the upper reaches of the Yangtze River.

Secondly, Chongqing has numerous districts and counties with vast areas, each with its own advantages in location, but its development is uneven: the more remote the mountainous areas are, the lower the GDP output value, and the more development is needed. In fact, the districts and counties with lower GDP rankings in Chongqing have very unique rural cultural characteristics.

Taking Youyang and Wushan as examples: Youyang County is located in the Wuling Mountains and is a gathering place for the Tujia and Miao ethnic minorities. It has famous scenic spots such as Taohuayuan and Gongtan Ancient Town; Wushan County is also located in the remote mountainous areas of Chongqing, and agricultural cultivation is the pillar industry of the county. It is well-known that there are Wushan crispy plums, Wushan love oranges, and so on. Every autumn, Wushan has a charming view of its red leaves.

2. Digital Economy Helps Modernize Agriculture and Rural Areas

The digital economy can promote the development model of agriculture and rural areas. By utilizing the intelligence and digitization of the digital economy, traditional agriculture is gradually transformed from an empirical production model to a data-driven production model. Through big data analysis, unmanned aerial vehicles, sensors, and agricultural Internet of Things technology are used to monitor soil, integrate meteorological conditions and agricultural product growth status as a whole, and develop reasonable planting plans, making agricultural production models more precise and scientific. This not only reduces the labor burden on farmers, but also increases agricultural production efficiency.

The application of digital economy has shortened the distance between farmers and consumers, and opened up sales channels for agricultural products. Traditional agricultural product sales channels have low efficiency, while the digital economy has brought farmers a variety of sales channels and methods. At present, farmers can use different e-commerce platforms, agricultural apps, etc. for sales, especially live streaming sales, so that consumers can have a clearer and more intuitive understanding of various related information about agricultural products, and can also interact with agricultural producers accordingly.

On the other hand, relevant government departments can also use digital means to analyze and formulate decisions that are conducive to the development of agriculture and rural economy through big data.

3. The digital economy supports rural cultural museums, develops rural tourism, shapes tourism with culture, highlights culture with tourism, and promotes the deep integration of rural culture and tourism

Some districts and counties in Chongqing are located in remote mountainous areas, and due to geographical limitations, their economic development is relatively backward. It is precisely because of the unique terrain and geographical environment that these areas could have become the main rear areas of the revolutionary era, preserving China’s revolutionary forces and becoming the birthplace of the Red Revolution.

Meanwhile, these mountainous areas are also gathering places for ethnic minorities, each with its own rich cultural customs. To help local villagers understand and understand the historical heritage, village culture, and folk customs of their hometown, and with the promotion of the digital economy, to showcase the cultural essence of their hometown in multiple forms, vivid and vivid, reflecting the vitality of the township. Taking advantage of the development of the digital economy, creating a rural cultural museum can not only inherit the historical and cultural heritage of the village, but also attract more tourists to visit. The display of various old objects and introductions

to local customs and traditions displayed in rural cultural museums are also important ways to promote rural culture, protect and respect the human rights of ethnic minorities.

4. Digital Economy Helps Rural Archaeological Sites Originate, Achieving China's Breakthrough in World History

The discovery of animal fossils in the Maotian Mountain area of Chengjiang County, Yunnan Province is the most astonishing discovery of the 1920s by humans: a group of ancient animal fossils 300 million years earlier than dinosaurs, confirming Darwin's prediction in "The Origin of Species" in the 1830s: "If anyone challenges my theory in the future, it is likely to come from an explanation for the sudden emergence of a large number of Cambrian animals." Afterwards, Mount Maotian became the third Cambrian fossil site after the southern Australian and Canadian Rocky Mountains, and thus became famous. The local government has specially built the Chengjiang Fossil Land Natural Museum near the fossil site.

In the context of the development of the digital economy, the archaeological and cultural industry can collect, model, and store complete data on ancient organisms from billions of years ago. Through digitization, it can be analyzed, restored, replicated, and vividly presented to people; From the extraction of big data information from tourists, museums can better improve service quality and meet the personalized and diversified needs of tourists. At the same time, it can also serve as an educational base for students. In addition to archaeological sites, there are also many ways of dissemination such as online museums, cloud exhibitions, and live streaming, allowing everyone to become witnesses to the development history of paleontology.

5. Digital Economy Boosts Rural Education and Cultural Industry

Mr. Tao Xingzhi, a famous educator in our country, once proposed educational concepts such as "life is education, society is school, and teaching and practice are integrated". He attached great importance to rural education and believed that it was very important to popularize education among over 300 million farmers at that time. Afterwards, the Civilian Literacy and Reading Office and Civilian Schools were established through practical actions to promote civilian education, and the China Education Improvement Society's National Rural Education Reform Declaration was issued.

At present, the main education problems faced by Chongqing are: wide area, complex and diverse geographical environment, large wealth gap, especially the prominent education problem of "left behind children" located in remote mountainous areas. With the further informatization and intelligence of educational methods, digital teaching has provided the possibility to solve the educational problems in these remote areas.

6. Digital economy alleviates rural employment difficulties

To advance the economy, we must focus on solving the employment problem in order to achieve the goal of common prosperity. The national government has successively introduced a series of measures to develop the economy, which has led to the emergence of various emerging professions from the digital economy, such as live streaming sales and rural express delivery services, all of which have brought tremendous vitality to modern rural areas. In response to the demand for employment personnel in agricultural technology, rural cultural museums, rural archaeological sites, and rural education and cultural industries mentioned earlier, each village can create its own labor employment app, and the entire village can reflect the labor supply and demand situation on the app, so that everyone can obtain the necessary information and labor positions in a timely manner. At the same time, vocational training courses can be implanted on employment platforms to guide people's learning and practice.

Conclusion:

The development of the digital economy has brought both opportunities and challenges to the revitalization of rural culture in New Chongqing. There are many successful examples worth learning from nationwide, but Chongqing must constantly explore and find suitable channels and development methods for each region of the new Chongqing based on its own actual situation.

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