# Analysis of Problems of Digital Economy for Rural Construction in Guangxi

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**ABSTRACT**

The 19th Party Congress pointed out the principal decision to build Digital China and promote the development of rural revitalization with the digital economy. With the gradual progress of the construction of digital China, China's villages will encounter various problems and dilemmas in using the digital economy for development. There is an urgent need to explore effective countermeasures to overcome them. This paper chooses Guangxi as the research object by analyzing the initiatives and effectiveness of Guangxi in the digital economy process for rural development. To address the problems such as the integration of digital technology and agriculture and rural areas is still insufficient, data resource sharing still needs to be improved and optimized, the comprehensive use of modern information technology is low, and there is a lack of professional talents, etc. Furthermore, it has made targeted recommendations and contributed to the overall development of China's rural construction work.

*Keywords:* *Digital Economy, Village construction, Digital Village.*

## 1. INTRODUCTION

The digital economy for the construction of China's countryside is not only an important element in building digital China but also an important initiative to effectively carry out the rural revitalization strategy. Since the beginning of the 19th Party Congress, digital technology construction work has been in full swing across the country, hoping to seize the opportunity of technological development. The digital economy has been used to promote the development of rural construction work [1]. As a result, high-speed broadband, intelligent tourism, and intelligent government are gradually entering people's lives and are contributing to the development of the nation's economy and society toward digitalization [2]. However, there are still various problems and dilemmas in the process of the digital economy for rural construction and development, and we still need to explore the existing problems and find the strategies to solve them. The study found apparent weaknesses in the geographical environment, economic foundation, transportation foundation, human environment, and rural governance of Guangxi digital countryside construction. The foundation of digital countryside construction is generally weak. On the other hand, the policy environment for the construction of digital countryside is being gradually improved. The

trend of economic and social development in Guangxi and the innovative application of new technical conditions are gradually improving its weaknesses, and the integrated development of urban-rural integration brought by policy effects and technical progress has brought opportunities for change in the construction of the digital countryside. The in-depth development of the digital countryside also provides a boost to urban-rural integration from economic, cultural, and educational aspects.

This paper chooses Guangxi as the research object, explores the problems in the process of digital economy promoting rural construction and development, considers the perfect countermeasures, prepares for the development of China's digital economy promoting rural construction, realizes the "overtaking" of China's rural construction development, and takes the road of rural construction development with Chinese characteristics.

## 2. THE ROLE OF BUILDING A RURAL DIGITAL ECONOMY

### 2.1. Bridging The Urban-rural Gap

The gap between urban and rural areas has been growing since the reform and opening up, the rural population has gradually flowed to the cities over time,

causing the gap between urban and rural areas to widen further. However, the development of cities reached a bottleneck and the importance of rural areas gradually became apparent [3]. The construction of the digital countryside has moreover helped the rural areas to gradually move closer to information technology and digitalization from a backward situation. The digital village construction can be credited with narrowing the gap between urban and rural areas in all aspects, and bringing some of the available resources of the city to the countryside through the Internet so that more people can get the corresponding support from the city.

## 2.2. Improving Agricultural Efficiency And Increasing Farmers' Income

The development of rural areas cannot be separated from the construction of rural economy as well as agricultural development. The digital village through the collection and analysis of big agricultural data, put agriculture into reasonable planning so that agricultural efficiency can be greatly improved, and solve the problem of insufficient manpower and experience. It also improves the output of agricultural products through the Internet channel and increases the income of village collectives and farmers, so that the countryside can be better developed [4].

Guangxi agricultural big data integration application effect is beginning to show. Information into the village into the household project operating service providers launched e-commerce enterprises, and public welfare groups to carry out online and offline emergency promotions. In less than a month, all the sweet potatoes were sold, 8,600 pounds were sold online, about 30,000 pounds were sold offline, farmers gained about 80,000 yuan of sales income, and information in the village became a new path for farmers to get rid of poverty and get rich.

In March 2018, Fangchenggang City, Fangcheng District, Fulong Township, Nago Village, and Shuanghua planting professional cooperative 60 acres of "red girl" sweet potatoes stalled. Information into the village into the household project operating service providers launched e-commerce enterprises, public welfare groups to carry out online and offline emergency promotion, less than a month, all sweet potato sales, online sales of 8,600 pounds, offline sales of about 30,000 pounds, farmers get about 80,000 yuan of sales income, information into the village into the household has become a new path for farmers to get rid of poverty and get rich.

## 2.3. Status Of Digital Economy For Rural Construction In Guangxi Province

### 2.3.1. Building A Platform For Digital Economy Development

The park is an important carrier for the development of the digital economy and is an area for the development of digital economy industry clusters and industry chain concentrations. Guangxi adheres to the concept of "building infrastructure is the foundation of development", builds a good park, and builds a platform for the development of the digital economy [5].

First of all, it insists on the misalignment development, relying on its own advantages to form a unique development model. Take the competitive strategy of avoiding disadvantages and achieving its own development by misalignment advantages. It refers to the unique development mode formed by the actor in the competition based on its own advantages. It is a competitive strategy to avoid disadvantages and achieve its own development with misaligned advantages. Then we will make a high starting point for the development planning of the park. Create special industry clusters. For example, Guangxi Investment Group Digital Economic Demonstration Base has invested about RMB 1.9 billion. It has built three autonomous region-level digital industry centers, four regional digital economy R&D centers, and service platforms to provide intelligent hardware conditions, and office environments for base enterprises, platforms, and centers [6].

Then, adhere to the industry chain by the big investment to create special industry clusters. For example, the digital economy demonstration base of Guangxi Investment Group actively invites investment according to the industry chain, and the investment achievement is bright. As of October 31, 2019, more than 25 companies have been introduced, including China-ASEAN (Huawei) Artificial Intelligence Innovation Center and China-ASEAN Network Security Exchange and Training Center. They cover industries such as big data, cloud computing, AR/VR, artificial intelligence, data analysis applications, e-commerce, financial technology, and cybersecurity.

### 2.3.2. Increase Investment And Introduce Industrial Projects

Significant investment and major industrial projects are the key to the development of the digital economy, and are the strong backing and important support for the digital economy to "strengthen the leader, complement the chain and gather the cluster". To thicken the development of new momentum to promote the development of the region's digital economy, Guangxi strongly promotes the digital economy with significant investment and significant industrial projects. In terms of

major investments, as of early April 2019, there were 60 key digital Guangxi projects under construction across the region, with a total investment of more than 62 billion yuan. In major industries, Guangxi has signed strategic cooperation framework agreements with Huawei, Inspur, Xiaomi Corporation, Shenzhou Information, and other leading digital economy enterprises respectively, and will promote the construction of critical industrial projects related to the Kunpeng computing industry with servers and PCs as the core, Qinzhou Huawei digital town and so on as required by the agreement.

### 2.3.3. Traditional Industries Use Digitalization To Achieve Transformation And Upgrading

The development of the digital economy cannot leave behind traditional industries [7]. Through digital transformation and upgrading to achieve the "second business", the digitalization of traditional industries is the development of the region's digital economy is the right thing to do. In recent years, the digital transformation and upgrading of traditional industries in Guangxi have accelerated. Alnan Aluminium Co., Ltd、Guangxi Yuchai Machinery Group Co., Ltd、Guangxi Liugong Machinery Co., Ltd、SAIC-GM-Wuling Automobile, and other leading enterprises rapidly promote the construction of intelligent factories. Guangxi Yuchai Machinery Group Co., Ltd. brings together the data of engine intelligent manufacturing and engine personalized customization service in the R&D center through industrial cloud and internet and provides personalized customized products for customers through intelligent manufacturing. Under the demonstration of the digital transformation of leading enterprises, many small and medium-sized enterprises have touched the network through Guangxi industrial cloud service platform, and the digital transformation of traditional industries has accelerated the expansion, further promoted the development of Guangxi's industrial digitalization and the transformation and upgrading of traditional industries.

### 2.3.4. Improve The Quality Of Services And Optimize The Digital Development Environment

Guangxi actively optimizes the environment for the development of the digital economy, and has issued "Several Opinions on Further Deepening Reform and Innovation to Optimize the Business Environment" and 13 supporting documents, Optimize the development of the digital economy of the government environment, business construction and operation environment, financing environment, tax service environment, human resources environment, customs clearance environment, integrity environment, rule of law environment. Solve the problems of inefficient government services, inefficient customs clearance, difficult and expensive financing for enterprises, difficult employment and more difficult talent, excessive tax burden, and high factor costs in the development of the digital economy. Guangxi departments at all levels actively implement the spirit of the relevant documents and meetings of the autonomous region and strive to improve services and optimize the environment, achieving good results. In 2019, the overall indicators of the business environment in Guangxi will be upgraded from the domestic end position in 2018 to the middle position in China, and some business environment indicators will be close to the international and domestic frontier level. The indicators of business start-up, tax payment, and real estate registration are better than those of Beijing and Shanghai, and the indicators of contract enforcement, small and medium-sized investor protection, and cross-border trade are close to those of Beijing and Shanghai. Business start-up time was compressed from 22.9 days in 2018 to 0.5 days in 2019. The time to pay taxes and fees was compressed from 5.75 days in 2018 to less than 4.17 days in 2019. Real estate registration time is compressed from 19 days in 2018 to 1 day in 2019. The cost of cross-border trade compliance in 2019 is more than 25% lower than in 2018, the cost of enforcing contracts is 10% lower than in 2018, and the time to obtain water, electricity, and gas is compressed to a greater extent.

## 3. ISSUES IN DIGITAL ECONOMY FOR RURAL CONSTRUCTION IN GUANGXI PROVINCE

Although, in the development process of digital China construction Guangxi is working hard to expand, and has achieved certain results. However, there are still various problems in the process of development. After conducting an analysis, the following points are considered to be specific.

### 3.1. The Integration Of Digital Technology And Rural Agriculture Is Still Insufficient

At present, Guangxi has achieved certain results in the development of a digital economy for rural constructions. However, the use of the digital economy in agriculture is still significantly lower than in the secondary and tertiary sectors. At present, digital technologies used to promote agricultural development also show a lack of deep integration. Digital information technology and agricultural production depth integration of intelligent farming, rural financial services, and rural tourism industry, is in the initial stage and is not up to 20% of the development level.
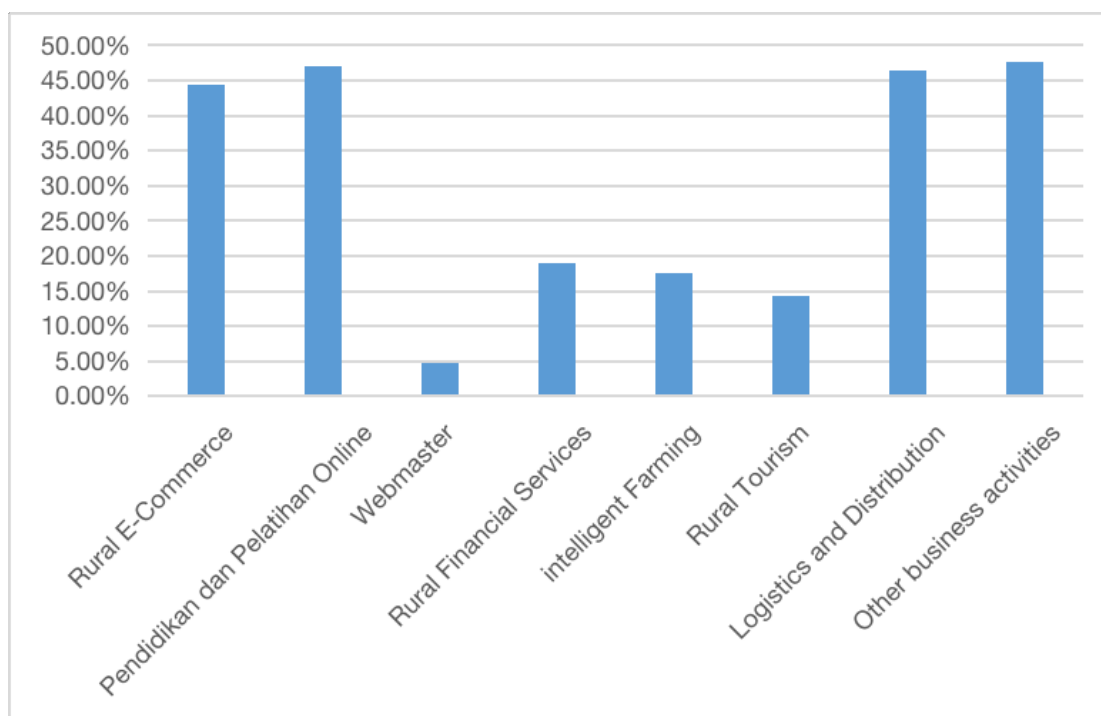
**Figure 1** Statistical chart of business activities involved in Guangxi villages using information network equipment

The use of digital technology in rural agriculture is still not enough, much software, as well as hardware, is not put into use, and the coverage needs to be further improved. Meanwhile, Guangxi is currently using digital technology in agricultural production and operation, although it has gradually penetrated various fields. However, the level of digitization is still relatively low. The efficiency and promotion of the use of digital technology in rural agriculture should have not been realized. Compared with cities, rural areas in Guangxi are still relatively poor in terms of digital technology usage level.

### 3.2.    Data Resource Sharing Still Needs To Be Improved And Optimized

The fundamental core of the digital economy is data [8]. At present, the development process of the data economy in Guangxi also shows the problem of an imperfect digital resource sharing system, which is as follows.

At present, Guangxi needs further strengthening in terms of infrastructure for the development of a digital economy for rural construction. Because of the low level of information technology in the villages themselves, it is difficult to carry out data collection and is not scientific enough, which brings a lot of inconvenience to digital agriculture information collection. Guangxi shows the problem of relatively scattered resources and insufficient resource integration in the work of digital economy for rural construction. Grassroots management in rural areas needs to deal with several different higher levels of management. However, the level of sharing is relatively low because the information systems do not capture the same content, making the digital economy for rural construction a greater workload.

The use of intelligent facilities and equipment in the digital technology rural system is still not widespread. In time, digital agricultural production was gradually put into operation with the support of government development. However, the actual situation can be seen: the overall informationization, as well as digitalization of the agricultural industry chain, is still relatively low. There are data islands and data fragmentation in the development of the digital economy, data barriers are formed between enterprises and governments, and data cannot be interconnected and openly shared. For example, Guangxi government data has long faced the problem of data "barriers", and government data is reluctant and afraid to share and open, coupled with the cumbersome government service systems of various departments and bureaus, which seriously restricts the construction of digital government.

### 3.3. Low Level Of Comprehensive Use Of Modern Information Technology

Firstly, rural agricultural enterprises are now accustomed to the traditional production and operation model. The level of acceptance of new things is not high, and there is not much enthusiasm for the application of digital technology to the process of agricultural production and change. This is compounded by a variety of factors such as the fact that information technology updates are also slow. Currently, rural agribusinesses in the province are slow to use digital technology to update

and change.

Secondly, because of the lack of relevant policy guidance as well as a unified planning program. At present, the digital economy for rural construction in Guangxi province shows a certain phenomenon of homogeneous competition. At the same time, Guangxi is relatively single in the digital countryside function construction work. Although, nowadays, the digital economy has achieved promising results in promoting rural development. However, there is still a need to better leverage the advantages of digital technology for rural construction and development.

### 3.4. The Development Of Rural Digital Economy Lacks Professional Talents

#### 3.4.1. Citizens' Digital Literacy Is Not High

People are the most active and positive factor in productivity. Qualified digital citizens are likewise the most dynamic and active element of the digital economy.

Qualified digital citizens must be digitally literate. Digital literacy is the ability and level of citizens to use digital technology to obtain information, use information, identify information, and obtain services in the digital era and is the foundation of citizens' survival in the digital era and the development of the digital economy. As can be seen from Table 2, in 2020, 75.64% of the population aged 6 years and above in Guangxi will be educated up to and including junior high school, accounting for more than two-thirds, and only 9.26% will be educated in college-level and above. Generally speaking, low literacy and digital literacy are unlikely to be high. Although there may be exceptions, of course, the percentage is unlikely to be high.

In the total population of Guangxi, urban and rural people are divided by half. However, rural residents own less than 20 home computers per 100 households, and more than 20% of urban households do not have computers, which shows from another side that Guangxi residents' digital literacy is not high.

**Table 1.** Guangxi's population education level composition, urban and rural population distribution in 2020

|  |  |  |
|---|---|---|
| Educational attainment composition of the population aged 6 and above（%） | Never attended school | 4.25% |
|  | Primary School | 30.34% |
|  | Middle School | 41.05% |
|  | High School | 15.10% |
|  | College and above | 9.26% |
| Proportion of urban and rural population to total population by place of residence（%） | Municipal population | 50.22% |
|  | Village personnel | 49.78% |
| Urban residents per 100 households household computer ownership (sets) | | 79.73% |
| The number of rural residents per 100 households with home computers (sets) | | 19.97% |

#### 3.4.2. Serious Lack Of High-Level Talents

Guangxi has a serious shortage of high-level R&D personnel for technologies such as big data, artificial intelligence, blockchain, and the Internet of Things, as well as high-level talents for digital economy operation and management. From the party and government organs to enterprises and institutions are generally reflected in the difficulty of finding high-level talent. On the one hand, because the salary and development prospects of talents are not as competitive as those outside the district, talents from outside the district cannot be attracted. On the other hand, the talents cultivated in the district are attracted by the high salary and development prospects outside the

district, so they have been outflowing. For example, most of the graduates of Guilin University of Electronic Science and Technology (UEST) go out to places like Shenzhen, Guangdong every year.

## 4. COUNTERMEASURE OF THE DIGITAL ECONOMY FOR RURAL CONSTRUCTION IN GUANGXI PROVINCE

### 4.1. Strengthen Information Infrastructure Development Efforts

At present, Guangxi must strengthen the construction of relevant infrastructure in order to truly play the

development of digital in the countryside. Specifically, we can start from the following areas.

The first point is to improve the efficiency of related infrastructure development. To achieve full coverage of network signals within the region and to reduce network tariffs. Improving the speed of the Internet, making better use of the Internet, and improving the co-construction and sharing of related infrastructure to achieve complementary information resources [9]. The second point is to further strengthen the work of building the digital economy. First of all, we should further optimize the comprehensive agricultural supervision platform and gradually realize the remote sensing facilities in agriculture and rural areas. Secondly, learn and learn from the experience of other regions in the construction of smart cities, better play the advantages of big data and information technology, and promote the development of small programs and applications such as "Guangxi countryside" and "digital countryside". Realize the information sharing and real-time update of all aspects such as product supply and demand, village dynamics, and human resources of digital village construction in Guangxi province. The third point is to accelerate the commercial deployment of 5G and encourage leading enterprises, such as China Mobile Guangxi, to take advantage of their corporate advantages and promote the implementation of the national 5G scale network construction and application demonstration projects undertaken by the company. Pilot construction of 5G networks in key areas of Nanning, such as Nanning ASEAN Business District and Nanhu Area, Wuxiang New District, etc., to carry out scale networking technology testing, as well as video convergence and driverless applications. Fourth, is the optimization of the province's rural distribution system. To ensure the effectiveness of the digital economy for rural construction, logistics facilities are important to support [10]. Therefore, it should be orderly to improve the penetration rate of each rural express network in the province, combined with the demand for reasonable planning and construction of intelligent logistics warehousing and distribution centers. By building up a supply chain of green agricultural products, we promote the development of the rural economy.

### 4.2. Further Enhance The Efficiency Of Digital Village Integration Construction Work

Digital economy for rural construction and development must further speed up the application of digitalization in the agricultural industry. For example, agricultural IoT service centers, fully using IoT technology, set up intelligent agricultural monitoring rooms to achieve highly intelligent production of rice and other crops. This can further increase the overall depth as well as integration of digital technology as well as agricultural and rural economy. The application of digital technologies related to intelligent perception, intelligent analysis, and intelligent control to rural production and development work is well-realized [11]. In addition, it is also necessary to gradually deepen the construction and sharing of agricultural and rural big data in the Guangxi region. Gradually realize the market monitoring and early warning system, and build up a direct reporting platform using key agricultural market information as well as information about new agricultural business entities. Further, promote the integration of digital technology and local agricultural and rural development. Finally, we can also fully study and learn from the experience of other advanced regions in digital city construction, and bring into play our own advantages and characteristics to apply digital city construction-related technologies to rural areas. Further, expand the digitalization of rural areas, realize the smart transportation and smart tourism in rural areas, and carry out the new situation of rural digital construction.

### 4.3. Promote The Popular Application Of Digital Technology In Rural Areas

At present, in order to realize the digital economy for the high-quality development of the countryside in Guangxi, it is necessary to give full play to the main active role of the general public of farmers. This necessitates a continuous penetration of their professional digital technology skills and technical qualities [12]. Specifically, one is the need for continuous IT promotion. Continuous digital learning and training for farmers and student village officials in the villages. We will train a group of "new farmers" with professional and technical skills so that they can understand the role of digital technology in promoting farmers' economic development, and moreover, through the information technology in their hands, they can implement income enhancement and income generation. Second, it is important to strengthen the training of farmers in skills such as e-commerce and live streaming so that rural areas can truly feel the effects of information technology. voluntarily into the practice of digital learning and use [13].

### 4.4. Strengthen The Cultivation Of Professional Talents

Firstly, it is necessary to strengthen the construction work of the rural specialized talent team. Specifically, the role of rural grassroots party organizations needs to be further brought into play. Comprehensively mobilize party members at all levels to actively participate in the work of the digital economy for rural construction and development [14].

Secondly, the use of a talent introduction strategy program to attract more local out-of-towners, and college students from all over the world into the work construction work. And by improving wages and benefits,

we encourage more talented people to return to their hometowns to work on the construction of digital villages [15].

Thirdly, through enhanced training, using a combination of online and offline training methods. Realize training efforts for current digital village construction staff. To improve the level of digital technology application among staff through continuous training of staff. Prepare for the development of the digital economy for rural construction [16].

# 5. CONCLUSION

## 5.1. Key Findings

The total volume and quality of Guangxi's economy remain at the middle and lower levels in the country. The digital economy is growing rapidly, but the volume is small and the level of rural development and development is generally not high. However, it still needs more resources from the Party and the government in terms of policies, funds, technology, and talents. This paper analyzes the current situation of the digital economy for rural construction in Guangxi Province. It is found that Guangxi Province has built a digital economy development platform, increased investment, introduced Huawei, Xiaomi, Kunpeng computing industry, Qinzhou Huawei digital town, and other industrial projects. The transformation and upgrading of traditional industries are realized. In addition, the development of the digital economy has not only improved the quality of rural enhancement services but also optimized the development environment and achieved good results. However, there are still some problems in the construction of villages in Guangxi Province. The main issues are insufficient integration of digital technology and agriculture and rural areas, insufficient sharing of data resources, low level of comprehensive use of modern information technology, and lack of professional talents. In response to these problems, this paper proposes some countermeasures. This paper believes that we should further strengthen the information infrastructure construction work as well as the digital economy construction work, 5G commercial deployment, and other ways. To achieve the improvement and sharing of data resources. Speed up the application of digitalization in the agricultural industry and further increase the overall depth and integration of digital technology as well as the agricultural and rural economy. Give full play to the main initiative of the masses of farmers, continuously infiltrate people with professional digital technology skills and technical quality, and enhance the comprehensive use of modern information technology; give full play to the role of rural grass-roots party organizations, and comprehensively mobilize party members at all levels to actively participate in the digital economy for rural construction and development work.

Build a talent introduction strategy to attract more local out-of-towners and college students from all over the world to put in the work to build the work. By enhancing training and using a combination of online and offline training methods. Realize the training of current digital village construction staff to address the challenges of the digital economy for the village construction process in Guangxi.

## 5.2. Future Studies

With the rapid changes in information technology, various new technologies and new business models are emerging and combining with rural development. The proposal and development of digital countryside construction is the performance of agricultural development in today's era, the direction of modern agricultural and rural development, and undertakes the important task of promoting agricultural modernization; "science and technology is the first productive force" when digital agriculture is combined with the countryside, the economic development of the countryside will drive on the new era of "get rich fast lane". Guangxi is moving towards the development path of rural construction with Chinese characteristics. Further promote the integrated development of urban and rural areas. Make Guangxi's countryside more and more economical with digital economy.

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