

INTERNET + RURAL TERTIARY INDUSTRY

—A new model of urban and rural development - "vegetable basket" + "playground"

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Abstract: In recent years, with the change of Engel's coefficient of urban and rural residents, the consumption structure of residents has undergone significant changes. The proportion of expenditure on food-based living materials has decreased in consumer expenditure, and it has been used for cultural, health care, tourism, life services and other information to enjoy the information, and development spending in the proportion of consumer spending has greatly improved, especially the "farmhouse", "day tour" and other rural areas of high value-added tertiary industry. The development of urban and rural areas into a new vitality, the rural areas gradually become the urban residents' "basket" and "playground." But by the rural capital (farmers income), culture, people's ideology, infrastructure and other effects, the vast rural areas of the tertiary industry is still relatively backward. However, with the popularity of the "Internet +" wind, the popularity of smart phones, farmers to participate in mobile electricity business to improve life is possible, this article will introduce a virtual APP - "door", it let "vegetable basket" + "playground" Model into a mode of development of electricity business, and to the concept of shared development to mobilize the participation of the majority of farmers, and thus naturally promote the improvement of urban and rural transport, rural logistics system to improve and develop, as well as urban and rural environment improvement.

1. INTRODUCTION

With the arrival of the information age, the income level of urban and rural residents increased, urban and rural residents put forward higher requirement on the quality of life, "personalized" "precision" services increasingly strong demand, "green" "health" However, due to differences in the level of information between urban and rural areas, people's culture, ideas and income levels, people can accept the quality of service in rural areas is not high, still can not meet the requirements of urban and rural residents, so , The rural areas urgently need to develop the tourism industry to promote the tertiary industry, to meet people's growing material and cultural needs, but because most of the rural tourism is very weak, not very good to drive the development of rural tertiary industry. In this paper, based on the idea of "an end" of APP, this paper puts forward a new type of rural electric business model with the aim of "green" and "environmental protection" and "health" as the goal of "precision" and "personalization" Vegetable basket "+" playground "model, in order to better realize the development of the tertiary industry in rural areas, narrow the gap between urban and rural residents to meet people's growing spiritual and cultural needs. This model is conducive to the transfer of excess agricultural surplus labor force, improve the income of farmers, so that the income of urban and rural residents is more reasonable, is conducive to narrowing the industrialization and urbanization gap, accelerate the process of agricultural modernization, but also conducive to sound, (Yi Shao Shi,2011) optimize the rural market mechanism, Harmony compatible. The economic utility of the scale of crop production is not only reflected in the reduction of costs, but also in its derivative value - tourism. In this paper, through the tourism, electricity, rural trade and

other different types of economic models into one, resulting in a new model of the development of rural electricity business, in order to promote the development of the tertiary industry, so as to promote the entire rural industry Transformation and upgrading of the point to the development of the way. This paper will start from the supply side and the demand side to explain the rural "vegetable basket" into "vegetable basket" + "playground" type of progressive development of the road, designed to narrow the gap between urban and rural areas to elaborate a new Rural electric business model, is the rural electric business research and improvement of urban and rural areas of China's rich research.

2. RELATED THEORY

2.1 Shared development

Economists and politicians have always shared development as the pursuit of the goal, but it as a new concept of development economics, (Junhua Chen, 2011) so far there is no uniform and recognized definition. However, the definition of it is broadly divided into two views. The first view is that "shared development is an equal opportunity to develop, that is, when development allows all members of society to participate and contribute equally and to Returns and social status are independent of their environment, the development is shared. "The second view:" shared development is an accelerated growth rate of economic growth, that is, the definition of shared development as economic growth rate and is shared by all the major sectors or communities of the economy. (Qu Futian, Guangming Tian, 2011) It is a pro-poor economic growth and an economic growth that has quality economic growth and people 's participation in economic growth and gaining growth.

In short, the shared development represents an equation - the organization on the left, the benefit on the right. We can also see it as a process, the process of allocating the proceeds of economic development through fiscal expenditure so that the general public can share the fruits of economic growth. However, it does not redistribute the initial capital, but rather emphasizes the existing allocation of capital for economic growth and requires the government to increase the transfer payments to low-income earners. (Jinsong Song, 2012) Finally, we can follow the definition of shared growth by some international organizations such as the United Nations Development Program (UNDP), the World Bank and the Asian Development Bank: shared growth is an inclusive growth process, and the results of economic growth are Shared, especially by low-income people. (Lijuan Wu, Yuting Liu, Hui Cheng, 2012) This paper will use a government-led, universal participation in the shared economic development model.

It is based on the concept of shared development, it is the "US group take-away" "trickle" (O2O) in the form of the development of "vegetable basket", each person can be buyers or sellers, people exchange (B2B), so that in a certain area of the network to form a (Taobao) in the form of "Taobao" in the form of their own dishes to sell (B2C), thus in a certain area of the network to form a Bazaars, which can avoid the slow-moving crops, but also can promote the development of urban and rural logistics, and "stop" is the city around the rural window, urban residents can understand the rural food, go to the countryside to pick vegetables, experience the pastoral Life, promote rural tourism, catering, accommodation and other development, so that the countryside is not just "vegetable basket" or "playground."

2.2 Urban - rural development relations

The Marxist classical literature contains rich thought of coordinated development between urban and rural areas. The scientific foresight of the new realm of urban and rural fusion is a valuable legacy in the history of scientific socialism. It is necessary to construct a new urban and rural development under the view of scientific development. (Huaqin Zhao, Rulin Zhang, Xiaoguang Yang, Yan Zhou, 2013) The pattern has important methodological implications.

Marx, Engels that the country evolved into the city, the producers also will change, through the production and change their own, the formation of new ideas, needs and language. (Bo Wei, 2016) Agriculture is the basis of social division of labor and other economic sectors and the development of urban economy. The relationship between urban and rural areas is caused by agriculture and industrial division of labor. The development of cities exacerbates the antagonism between urban and rural areas, and all developed goods Based on the separation of urban and rural areas; industrial and urban economic development and the scale of economic benefits and economic benefits of agglomeration on rural and agricultural stimulating the role of urban and rural development is the prerequisite and conditions. They believe that the development trend of urban-rural relations is: the relationship between urban and rural areas is along the "urban and rural chaos - urban and

rural differentiation, opposition - urban and rural areas - urban and rural integration - urban and rural integration," the historical development of the evolution of the context. It can be summed up in three stages: the first stage, that is, before the capitalist society, because the level of productivity was very low, the social division of labor is not clear, when the society to agriculture, commercial and handicraft industry in society is not Very important. At this point, the village dominated the social system, the city was born from the village, the village became the cradle of the city. The second stage, from the industrial revolution began to deepen the division of labor, the new mode of production to accelerate the development of the city, the city economy in the social status of the increasingly prominent, urban and rural economic, social, cultural differences are also growing , (Peng main Tang, 2015) But began to move to the opposite, but because of the difference between urban and rural areas, will make the industry under the premise of control of agriculture, continue to penetrate into agriculture, led the industrialization of agriculture, to achieve urban and rural integration. This integration allows cities and villages to absorb each other, complement each other, urban and rural differences continue to shrink, and ultimately to achieve the overall development of urban and rural dislocation to achieve urban and rural integration. (Dan Guo, Hongbo Gu, Hongwen Yin, 2010) Marx argues that when productivity comes to a certain level, "the opposition between the city and the countryside will disappear, and the same will be done by some people, not two different classes," and Engels thinks that urban and rural integration is one The inevitable trend, "by eliminating the old division of labor for the production of education, change jobs, and jointly enjoy the benefits we have created, as well as urban and rural integration, so that all members of the ability to be comprehensive development." (Rongsheng Peng, Chenglin Tan 2007) Marx is still "communist principle" also Proposed the realization of "urban and rural integration" approach: "through the elimination of the old division of labor, production education, exchange of jobs, to enjoy the benefits we have created, as well as urban and rural integration, so that all members of the ability to be comprehensive development.

Although the era of Marx did not put forward the relevant concept of the tertiary industry (the tertiary industry, refers to the production of material products industry, that is, the service industry, is the British economist, New Zealand University of Otago Professor Fisher Hill 1935 In the "conflict of security and progress," a book first put forward, but their thinking on the evolution of urban and rural areas, to break the original social division of labor and then promote the integration of urban and rural thinking, to solve the current urban and rural level differentiation has great guidance Here, we can through the rural electricity business, to achieve the rural first, second and tertiary industries to complement the development, to accelerate the mutual penetration between the various industries, breaking the division of the original urban and rural personnel to achieve urban and rural industrial structure The green evolution, so that the overall development of urban and rural dislocation to promote the early

realization of urban and rural integration

2.3 Rural tertiary industry and rural logistics

Rural tertiary industry (Changyun Jiang, Zhongxiao Liu, Haiying Song, 2007) refers to the rural economy in addition to agriculture, industry and construction industry outside the industry, including commodity circulation, transportation, catering services, materials warehousing, finance and insurance, tourism, consulting, real estate management, Residents of the service industry, health and social welfare, scientific research and comprehensive technical services, township economic organization and management industries. Which wholesale and retail, transportation, warehousing, catering and finance is a rural industry in the tertiary industry in the traditional industries in the tertiary industry in the dominant position. In recent years, industrial and urbanization has expanded its demand for services. Emerging industries such as real estate, radio and television, scientific research, consulting, tourism and so on are emerging industries.

Rural logistics (Rui Jiao, Xiaoqiong Yu, 2011) reflects the comprehensive nature of the agricultural industry, which refers to the integration of rural enterprises from material procurement to the formation of agricultural products, from agricultural products storage, the circulation of agricultural products to the sale of agricultural products, and the process of getting farmers' supplies in rural areas. According to its different tasks and forms can be divided into three stages: First, the supply phase of the logistics form, known as the rural supply logistics or agricultural supplies supply logistics Second, the production phase of the logistics form, known as agricultural production logistics Third, the sales stage Of the logistics form, known as agricultural and sideline products sales logistics. (Yu Hu, Siwei Liu, 2008) The main functions of rural logistics are storage, transportation and distribution. In addition, in the framework of this logistics system, there are four following auxiliary functions: packaging, handling, circulation processing and information processing. In this paper, the rural logistics, including agricultural materials, agricultural products transportation, storage, processing, packaging, handling handling, distribution and information management and other links. Which mainly based on the principle of logistics rationalization to determine the agricultural materials, agricultural logistics content, logistics time, logistics, logistics, logistics means and logistics scale flow, flow, process and structure and so on, and to improve them to achieve accurate logistics and personality The level of distribution.

3. "VEGETABLE BASKET" + "PLAYGROUND" MODE

3.1 Factors restricting the development of rural electrician

(1) Peasant's backward rural ideas, their risk awareness is poor. Because of the regional and economic development and other reasons, the rural living standard is relatively backward relative to the town, the income level is low, and the farmers' consumption habit is more

emphasis on self service, the idea is more conservative, so there is some difficulty in accepting new things. Rural electricity business as a new thing in recent years, in rural areas to promote the development of natural existence of some difficulties. Many farmers are accustomed to the traditional "single-handedly, first-hand delivery" of the transaction, for online sales, network payment and other off-site transactions are not very recognized. Coupled with the limited annual income of farmers, online payment there is a certain risk, the existence of Internet fraud, leading to the safety factor of electricity transactions is not high, it is difficult to bear the possible losses and risks.

(2) Rural network system is not perfect, lack of network knowledge. According to China Internet Network Information Center (CNNIC) "37th China Internet Development Statistics Report", (Hongyan Yu, Leiju Xia, Ming Li, Yue Chen, 2015) as of December 2015, China's Internet users reached 688 million scale, the Internet penetration rate of 50.3%. China's rural Internet users reached 195 million scale, netizens in rural areas accounted for 28.4% of rural users, it can be said that in recent years the size and popularity of rural Internet users are improving, but compared with the city, there are still some gaps. Many people even have a computer, only for online chat, play games or browse the news, in some remote places, and even the phone is not universal, which gives the development and popularization of rural electricity business to bring some difficulties. On the other hand, the majority of Internet users for the lack of network knowledge, but also an obstacle to the development of rural electricity business, many people may use the computer, but also have other conditions, but the key to the latest network payment, electricity and other knowledge of the lack of logistics, do not know how Through the network to sell their own products out, can not distinguish the true and false information, easy to be deceived, do not know how to understand the market demand, supply information, etc., this is the development of rural electricity providers need to solve the problem.

(3) Product brand is not loud, homogeneous phenomenon is obvious. The current electricity business in the country everywhere, from the town to the village, from young to middle-aged, electricity business everywhere. However, the current rural electricity business is a common problem is a single product, homogeneous obvious, shop stereotyped. For example, Binzhou City, Shandong Province, Boxing County Lake Town, the first village, mainly operating grass Liubian household items, the village's shop from the beginning of more than a dozen to the current development of more than 1,000, the annual turnover of nearly one billion, but the Bay The first village of the product there is a single species, rigid model, product homogeneity. Rural electric business there is another problem is the lack of brand, whether it is days cat, Taobao, Jingdong or other platforms, looking ahead, the merchandise, to see the dazzling, shop competitiveness is also inadequate. So for the rural electricity business terms, the establishment of the brand is the way out. When it comes to something, the user can first think of you, this is the brand. To make their own products with others do not the same, although

the same goods, but in a different form to show in front of buyers, this thing is very novel, but also attractive place.

(4) Rural electrician talent is lacking. Electric business as a modern network under a new type of transaction, although with convenience, but still need some network technology, payment technology, which is the current lack of rural areas. Most of the first rural farmers in the current low level of education, lack of cultural and network learning base, some people do not read, some people even if the literacy can not be a good use of modern network technology, to promote the rural electric business to bring some difficulties The The second rural population is the status of young people go out to work mostly, leaving to farming more than the middle-aged man. By the influence of traditional ideas, rural young people have come out of the countryside to find a place in the big cities, they may have some of the latest trends and the latest developments, to understand the network applications, but few young people back home employment. Third, due to the rural socio-economic and cultural environment reasons, some understand the e-commerce technology professionals and managers do not want to go to rural areas, rural areas to develop e-commerce personnel conditions are limited, which makes the rural electricity business seriously lacking. So the current development of rural electricity business is a bottleneck is the lack of talent, how the popular population in the existing network, universal electricity business, how to allow young people to return home employment.

3.2 "Vegetable basket"+"playground" mode operation

As shown in Figure 1, our country is located between the city and the township, for their better service to the city, providing a geographical advantage. With the economic and social development, as a regulation of the compact city life, and the relaxation of working pressure, rural tourism will become the future of the public short-term tourism new fashion. However, most of the rural areas in the process of industrialization in the environment has been varying degrees of damage, gradually lost the "playground" environmental advantages. In order to improve the urban and rural environment and meet the growing needs of leisure and entertainment, the development of rural economy, this paper presents a green development model "vegetable basket" + "playground" model to develop the rural economy.

(1)First of all, we can use the holiday return home to develop the rural "vegetable basket", and then "rural people" to change the concept; because many of our rural villages are traditional villages, scattered population, small population flow, rural traffic, Communications, hotels, restaurants and other life services industry development backward. So you can through the returnees to promote the "door" APP and then let the small villages of their own first interchange with the formation of small "online market" (similar to the reality of the flea market), improve the farmers' ideas, and habits, so that farmers Began to grow high value-added crops to increase their income.

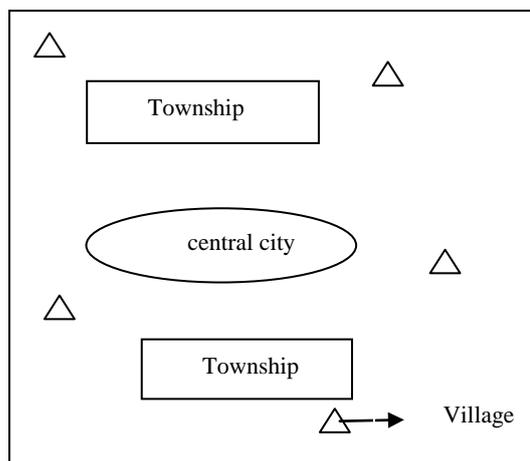


Figure 1 Urban distribution

Second, the development of the tertiary industry in rural areas is related to the demand for services in certain geographical areas. When the demand in a given area is relatively small, the unit cost of providing services becomes very high, so that the economic rationality is lost, this service is technically feasible and there is no real supply. When a small number of farmers planted high value-added crops hoarding time, "stop" APP and other areas of the farmers market or farmers in the city of farmers market online docking, and then through the real logistics of the sale of crops, and further promote regional cooperation To increase the income of farmers, the formation of the initial regional division of labor.

Then, with the formation of the regional division of the farmers market, "string" APP has played the role of the tour guide, the characteristics of agriculture and a specific natural village linked to the formation of the town card, attract more tourists to the countryside to enjoy the characteristics of agriculture, Rural "playground" function is highlighted .

Finally, with the rise of township tourism, it led to a wider range of rural tourism and rural food and beverage, people on the "health", "green" travel room and board become possible, rural areas gradually overcome the lack of talent, Urban residents flock to the countryside, a variety of fresh fruits and vegetables sent to the city, urban and rural logistics has been further developed and improved, "precision logistics and distribution" as possible, the countryside has become a city table, only "Lai basket" to further enhance and develop The This way through the exchange of personnel between rural and rural areas, "stop" APP to promote the people in the sharing of economic development, improve the income level.

3.3 Government support for the model

(1) First, the closure of high-polluting industries, such as mountains and other land is not suitable for cultivation of land for returning farmland to forest remediation environment; Second, the high value-added crop production of individual integration, will be engaged in the same type of crop production of farmers Registration, the formation of large-scale external supply of internal decentralized operations (or large-scale business) situation. The implementation of the full use of land, and the transfer of land use rights; the production of certain

crops in a particular area of farmers to reward to form the scale of production; Finally, the scale of production to promote logistics, sales, catering, Accommodation, and so on, and then promote the development of "farmhouse" in the form of experiential tourism, characteristics of agriculture, and pastoral tourism, such as: picking, camping, fishing, kite festival and so on. If the technology is mature, or demand to achieve, you can also develop the flower industry and so on.

(2)The demand side to adapt, with the improvement of people's living standards, people's needs more diversified. Office workers, the need for real-time, simple, comfortable activities, and white-collar workers, and high-income groups is more of the pursuit of individuality and cultural charm. The most important thing is due to the different values of rural and urban residents, in the process of communication will inevitably be some conflict and collision in the development of these problems to solve the rural areas to create a "playground" when the negative impact.

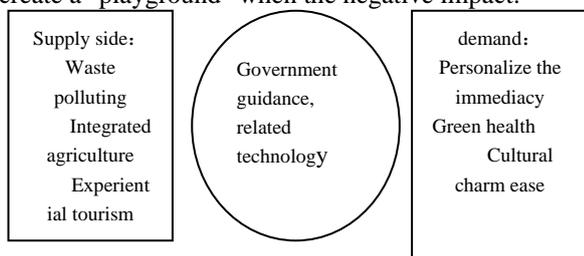


Figure 2 Government responsibilities

(3)The most critical factor in this model is the government's guidance, and the support of related technology platforms. They are the supply and demand link bridge, is to regulate the relationship between the various ties. On the supply side, first of all, the government needs to deal with the remediation work of polluting enterprises, if the business is closed, then how will the unemployed employees be settled. Second, the transfer of land use rights, but also it need local governments to develop the appropriate rules. Finally, in the introduction of advanced technology, due to the general education of rural farmers is not high, but also the need for government or related technology platform to contact relevant personnel. In terms of demand, the need for relevant platform for the collection of demand information analysis to guide the scale of agricultural production, to avoid oversupply, and can guide consumers to come to consumption. The most important is the low level of rural information, supply and demand links should be easy to understand.

3.4 Difficulties and countermeasures

(1)In order to achieve the production of high value-added crops, farmers from the original decentralized operation to the present large-scale production, or the integration of land, will be scattered in the land of the right to use one, or will be decentralized Crops tend to be consistent. Obviously, the former is more difficult to achieve. We can use people's herd mentality, let some farmers to earn from the interests of business, and then lead the other together to form the scale, and finally slowly to achieve a unified management and

management. It's the selection of the main agricultural products, the need for pre-government research, according to local conditions of choice.

(2)Due to the backwardness of the tertiary industry in rural areas and the imperfection of infrastructure in information technology, the cost of building related platforms is high, and demand information collection is more difficult. This government can introduce developers, if there is no public satisfaction with the tender results, the villagers can raise their own, and thus reduce the cost of information.

(3)Production technology, service level behind, most farmers on the greenhouse technology, vegetable cultivation technology that do not understand, did not provide services to earn the concept of the need for professional training.

(4)Demand integration, we all know, the demand is decentralized, how to integrate demand, and supply docking. Not only the relevant technology platform things, but also the government in the production of production should be considered. This needs to be based on local specific circumstances, and the platform to reflect the data to make judgments.

4. CONCLUSIONS

The "vegetable basket" + "playground" type of rural electric business model is suitable to develop, both to achieve green development, improve the rural economic structure, improve the level of rural welfare, and also to meet the city's growing pursuit of leisure and entertainment, Thus narrowing the gap between urban and rural areas, but also to overcome the development of rural electricity business of various deficiencies. In the implementation of this model should pay attention to the supply side to improve the demand side of the diverse needs of the grasp and adaptation. In this process, the government should actively make a guiding role, and must dare to abolish the backward mode of production, boldly try and deal with the interests of the general public in the reform. In the development of high-level projects, developers can be introduced or mobilized, but must deal with public and private issues, as well as the interests of farmers and other participants. In short, try to learn and to adapt to local conditions.

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