

# Research on the County Economy Development Mode under the Background of “Internet +”

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**Abstract:** In the current “Internet +” background, in our country, there are still many problems in the actual development of county economy, such as unbalanced regional development, unitary industrial development mode, insufficient production factors such as manpower and science and technology, etc. , we need to take scientific and reasonable measures to promote the sustainable development of our county economy. Based on this, this article from “Internet +” under the background of the characteristics of county economic development, analysis of the current stage of county economic development existing major problems, this paper probes into the development mode of county economy under the background of “Internet+”, hoping to provide theoretical and practical reference for the development of county economy.

**Key Words:** “Internet +” Background; County economy; Development mode

## 1. Introduction

“Internet +” is mainly the advanced Internet technology and a number of traditional fields effectively combined with the results of innovation will be widely used in our country's various industries [1]. It is worth emphasizing that with the advent of the “Internet plus” era, our social development and economic transformation has been more opportunities, for example, the speed of information dissemination. In this new situation, in the process of county economic development, we should grasp this opportunity

to promote the healthy and sustainable development of county economy.

## 2. Overview of County Economic Development

Before the Internet era, because our land area is very broad, different regions have different local customs and climate conditions, many counties have already made use of their existing regional advantages, for example, rich human resources, real estate, natu-



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ral scenery and other resources, to a large extent, to promote the county with characteristics of agriculture, industry and service industries and other fields of sustainable development [2]. The improvement of industrialization level, the acceleration of urbanization process and the rapid development of transportation cause make each county area bring its existing advantages into full play through the scientific and perfect transportation network system, to achieve a good integration between the counties and regions, to achieve a good complement of resources, and to achieve a win-win situation in many areas. But in the past, the primitive and extensive way of development, the lack of knowledge and awareness of resource protection and resource utilization, and the county economic development, to a large extent, took the damage of natural conditions and ecological environment as the price, it leads to the serious depletion of resources, causes the serious destruction of the ecological environment and hinders the further development of the county economy.

At the same time, the development mode of each region is similar to each other, and the phenomenon of product homogeneity is common. This is because the county economy lacks consistent planning at the beginning of its development, which causes the managers to be too "Short-sighted", the emphasis on short-term development largely ignores sustainable development. With the advent of the "Internet plus" era, the social development and economic transformation of our country have acquired new opportunities. For example, for the construction industry, mining industry, petrochemical industry and other traditional industries to add network marketing, platform settlement and many other new vitality and driving force, while many emerging industries break ground. For example, some counties have developed brand-new ways of tourism experience combined with the natural environment, and there are all kinds of online celebrities and other sales models, which have created a healthy and sustainable development of tourism industry. How-

ever, it is undeniable that the new development opportunities must face up to the existing deficiencies and problems, find the pulse, the right measures to maintain the sustainable development of county economy.

### **3. Analysis of the Existing Problems in the Development of County Economy**

#### **3.1 Unbalanced Regional Development**

For a long time in the past, the economic content with county characteristics has been effectively developed and improved because of the dividends of reform and opening up, but there is still a huge gap between the east and the west in this improvement, the economic development level and ability of the southeast coastal area have obviously exceeded the internal area. For example, the regional output value of a county seat in the southeast is mainly 5.025 billion yuan, while the regional output value of a county seat in the inland is mainly 2.42 billion yuan. As time goes on, the gap is becoming more and more obvious [3]. Although the transport industry is very convenient and has strengthened the good connections between the various regions, it has also led to the concentration of science and technology, as well as population resources, mainly in the more developed cities, even in a different area of the city has also appeared in the level of development gap is very obvious phenomenon. In the Internet + ERA, these new development imbalances will be mainly reflected in the internet integration.

#### **3.2 Unitary Industrial Development Mode**

At present, in the actual development of the county economy in most of our country, traditional industry and agriculture still occupy a relatively basic and very important position, they are the main contributors to the regional gross domestic product. The extensive development of industry and agriculture in some counties makes it difficult to carry out the actual work of ecological environment management, and loses the original advantages of natural environment, the lack

of overall competitive strength of traditional industries has resulted in the lack of industrial development in most county regions, and the slow pace of development can not even withstand the impact of the new economic situation. In some areas, the development of agricultural industry is also in a state of basic stagnation, and agricultural production operations still use the methods and methods of the past, and it is difficult to achieve the dissemination and popularization of advanced technologies, there is no way to improve the quality of production operations and actual results [4]. In addition, most young people in rural areas often go out to work, leading to a serious phenomenon of population ageing, which has led to the abandonment of many land resources, as a result, the agricultural industry in the county has seen a setback. As for the tertiary industry, most regions still focus on traditional service industries such as catering and accommodation, resulting in a very single industrial structure, but modern logistics, information service, science and technology consultation and other service industry develop slowly, occupy less share in the county economic market, and can not form new economic growth point.

### 3.3 Lacking Innovation Elements

In the process of economic development in the county area, it should have enough human resources, and put a lot of social capital and advanced technology into it [5]. However, the lack of innovation factors, human resources, science and technology support and other issues, to varying degrees, affect the development of county economy.

1. The education and teaching level and ability of most county areas in our country are limited, the condition and environment of higher education are less, the soil for training talents is lacking, and the industrial environment of county areas is relatively backward, lack of a platform to retain and promote talent, many talented and ambitious people will choose to first-and second-tier cities to improve their ability, a show of talent, leading to the county economic devel-

opment process need high-quality talent extremely scarce.

2. The shortage of outstanding talents leads to the limited improvement of science and technology level, and the science and technology of county industry is in a relatively backward state for a long time. Under such circumstances, there is no way to guarantee the quality and effectiveness of production operations with the past industrial and agricultural technology, and it is difficult to improve the development level of the county economy, or only rely on relatively low-cost labor force, or it can only promote the economic development by simple cooperation with the technology resources of big cities, when its advantage does not exist, the development of county economy has stagnated or even retrogressed.

## 4. “Internet + ” under the Background of County Economic Development Mode

In view of a series of problems existing in the above-mentioned “Internet +” environment, it is necessary to adopt scientific and reasonable measures and methods to effectively enhance the development level and capacity of county economy, this is very important to promote the healthy and sustainable development of our country's county economy.

### 4.1. “Internet+” Agriculture

Given the vast land area of our country, there are obvious differences in the climate of different regions. At the same time, the soil resource has the rich and the diversity characteristic, lets each region have many agricultural product resources [6] . However, in most regions there is a lack of awareness-raising and promotion methods and a lack of access to large markets for locally specific agricultural products that can not be understood and mastered. Therefore, through a good combination of “Internet +” and the agricultural industry, to help the county agricultural industry to open their own internet market, so that people can understand and master the local unique agricultural products, to achieve a common develop-

ment between sales operations and production operations. For example, the recent Internet has seen a number of bloggers promoting and publicizing the cuisine and scenery of rural areas. In view of this situation, the relevant departments or practitioners of agriculture in our country can use the internet to propagandize and popularize ways and methods so that people can understand and master the unique agricultural products, to open up the marketing path of agricultural products, increase the actual demand for agricultural products, and allow more social capital and outstanding technical personnel to invest in the research and development of agricultural industries, promote the healthy and sustainable development of the county economy.

#### 4.2 “Internet+” Industry

At this stage, most of our traditional industrial production operations in the more advanced plant area of supply chain technology such as EPR has been difficult to adapt to the new development needs, we need to emphasize the important role that more advanced internet technologies play in industrial development. When “Internet +” and our traditional industry combine effectively, we need to take the advanced internet technology as a key link to realize the wide integration between the new information technology and the traditional industry [7]. For example, the use of software services and innovation platform, so that our county enterprises to gather a set of related resources to share the content. For example, on the premise of advanced Internet technology, enterprises are encouraged and supported to carry out online transactions and payments, and transaction costs are reduced by using informationization, thus the main strength of the enterprise to invest in product research, development, production and innovation in upgrading. Through “Internet +”, we can establish the corresponding ties for the communication among the enterprises in the industrial industry of the county area of our country, strengthen the good cooperation among the enterprises, and realize the full sharing of the re-

sources and contents, effective integration of industrial chains. With the rise of county industrial informationization sharing platform in China, it can attract a large number of high-quality internet talents to pour into it and better deal with the phenomenon that the resource of excellent talents is relatively tight.

#### 4.3 “Internet+” Services

To make the service sector more networked, we need to address the following issues.

##### 4.3.1 Achieve good integration between internet+ services in some sectors

For example, tourism platforms and the region's rich historical and cultural information, while the relevant departments also need to ensure the openness and accuracy of public data and information [8], through the promotion and propaganda of the Advanced Internet technology, people can understand the historical background, which to a great extent has promoted the healthy and sustainable development of China's tourism industry, and promoted the stable development of the entire industrial chain, to a large extent, the county tourism economy. For example, based on the People's desire for a good life, we can pool the resources of education and medical treatment to ensure people's livelihood, realize the sharing of the contents of public resources, and guarantee the level of education and medical treatment [9].

##### 4.3.2 Effective supervision and management to improve the reliability and security of public information

Due to the rapid development of network technology, individual information is coveted by many illegal elements, if there is a leakage of individual information content, it will lead to very serious consequences. So the continuous development of the service field in our country, on the one hand, we should emphasize the improvement of the network economy level, on the other hand, we should emphasize the network security guarantee for people's real life.

## 5. Conclusion

With the advent of “Internet +” era, in the process

of actual development of county economy, it is necessary to grasp the unique advantages of “Internet +” and give full play to its role. In view of the problems existing in the actual development process of our country's county economy, such as unbalanced regional development, unitary industrial development mode, shortage of production factors such as manpower and science and technology, etc., to realize the deep integration between “Internet +” and industry, agriculture and service industry, and to solve the deficiencies and problems in the development of county economy, to promote the healthy and sustainable development of our county economy plays a pivotal role.

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