

How Digital Creativity Promotes Sustainable Development of Rural Economy

-- A Case Study Based on Deqing County, Zhejiang Province

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Abstract: A "digital creativity + product" model based on rural culture activates cultural elements with digital creativity, enriches the supply of rural cultural products, and thus promotes the sustainable development of rural economy. Deqing county government combined with the local actual situation, applying digital technology to promote the integration of rural culture, realising the reproduction of digital rural space; at the same time, emphasizing on the creative development, creating a cultural and creative platform economy, thus enhancing the rural cohesion and value self-confidence, and ultimately driving the sustainable development of rural economy.

Keywords: Digital creativity, Rural economy, Sustainable development, Zhejiang Deqing County.

1. Introduction

The sustainable development of the rural economy is a new development strategy put forward by General Secretary Xi Jinping in the 19th National Congress report, and China's economy is in a critical period of transforming the form of development, optimising the economic structure, and transforming the growth momentum. The countryside is the weak link in the construction of China's modern economic system, and the current development of the digital economy has brought new opportunities to the rural economy, but at the same time, it is also faced with problems related to the lack of quality and efficiency of industrial development, insufficient power of industrial factors, and weak industrial infrastructure. The premise of solving basic rural problems, activating cultural elements is the key support for comprehensive rural revitalisation, and creative development is the focus of rural modernisation. This paper mainly discusses how Deqing County, Zhejiang Province, under the premise of the development of the digital economy, to open up new ideas, the use of digital creative cultural industries to break through the traditional rural economic development of the cultural supply model, to achieve a win-win situation on the economic and cultural levels, in order to achieve the development of rural economic development to provide greater sustainable development of the new impetus.

2. Digitalisation: New Stage and New Direction of Sustainable Rural Economic Development

The sustainable development of the rural economy has always been a fundamental issue related to the country's economy and people's livelihood, and has always been the top priority of the party and the state at different times and at different stages of time. In 2017, the 19th National Congress report creatively put forward the strategy of revitalisation of the countryside from the height of economic and social development in the overall situation and as an important

national strategy for the construction of a strong socialist modernisation country, which has opened up a new stage of the sustainable development of the countryside and It has given a new mission to agricultural and rural development. At the same time, the digital economy is becoming the most dynamic part of the national economy, and the Internet and new-generation information technologies such as cloud computing, big data, artificial intelligence, and the Internet of Things have unleashed tremendous creativity and internal driving force, giving rise to many new products and models, and promoting deep reforms of the economic pattern and industrial forms. The construction of digital rural economy has given new opportunities and new ideas for rural economic development, and is also the key to building a strong network country and digital China, which concerns the overall situation and is of great significance. In the context of digitalisation, the transformation of rural economic informationisation has been accelerated, one of the manifestations of which is the replacement of various factor-driven by technology-driven, forming an economic model with innovation as the first driving force for development. With the implementation of "Broadband China" and "Internet Plus", the information infrastructure in the countryside has been increasing, and the traditional "digital divide" between urban and rural areas has been narrowing. At the same time, digitalisation and informatisation are also changing the traditional agricultural production model and accelerating the process of sustainable development of the digital agricultural economy. The essence of the digital economy is the integration of the economy, relying on the premise of the countryside, the continuous upgrading of network infrastructure and information tools, can accelerate the flow of technology, information and other factors in the rural agricultural areas. Digitalisation is an important support to promote the continuous upgrading of the rural industrial structure and broaden the income-generating channels of the rural economy, which not only promotes the basic changes in the production relations of the rural economy in terms of production, distribution, and exchange and consumption, but also makes the traditional rural agriculture produce new

business models and forms of development, realises the industrial upgrading within the countryside, and also accelerates the effective integration of the agriculture and the industrial and service sectors, extends the rural It has also accelerated the effective integration between agriculture and industry and service industry, extended the rural industrial chain, and spawned many new digital industries, new modes and new business forms, thus realising rural data interoperability, resource sharing and economic development collaboration and synergy, and a road of industrial upgrading driven by big data has been launched on a large scale in the rural areas.

3. Digital Creativity: An Emerging Rural Economic Type of Performance Form

This paper is going to focus on the digital creative industry, which is one of the new types of industries that can be expanded in the future rural digital economy. The digital creative cultural industry is an inevitable trend for the transformation and upgrading of the traditional cultural industry in the context of digitisation and the enhancement of quality and efficiency, and it is an important innovative and strategic emerging industry in China. It takes cultural creative content as the core, relying on powerful digital technology for creation, dissemination and service, the scope mainly covers digital games, digital music, film and television animation, content software, etc., and increasingly infiltrates into the traditional fields such as education, literature, publishing, performance, etc., and has the characteristics of interactivity, cross-border and integration. It can be said that the digital economy has become a new internal driving force for the development of the cultural industry, a new growth point for cultural consumption and an important means to promote the supply-side structural reform of the development of the cultural field. And the current cultural construction in the countryside is still difficult to solve the problem, the new development concept of cultural construction and the rural social changes of the non-adaptability, the public cultural service system is not enough power, the cultural subject of farmers' consciousness is not strong and other problems. The construction of digital economy as a new type of economy, its development needs to rely on strong technical support and a wide range of population consumption market, is the product of urban development under the high concentration of population, capital, technology and other factors. Unlike the traditional agricultural industry, which mainly relies on resources and production technology, the single development of the digital economy is based on a good economic foundation and a large number of high-quality populations. On the contrary, the rural areas due to the basic problems of transport, communication and other infrastructure weaknesses, coupled with population loss, cultural resources have not been fully built and developed, urban and rural digital economy unbalanced and insufficient development problems are becoming increasingly prominent, and the gap is gradually widening. Can the majority of rural areas did not enjoy the dividends under the development of the digital economy but one. However, the new cultural industry development model of "digital creativity + product" can quickly make up for the technical shortcomings of the development of the digital economy, and produce a positive integration with the cultural industry. Compared with the

traditional cultural industry, the digital cultural industry can overcome the problems of small market scale, homogenisation of the development and creation of the countryside, destruction of resources, and lack of creative power in the process of the development of the cultural economy, update the production, dissemination and consumption methods of rural cultural products, and promote rural cultural product production, dissemination and consumption methods. , dissemination and consumption methods, promote the transformation of rural areas from the supply of land, resources, labour and other factors to the ecology of cultural industry and cultural carriers, and provide a strong source of resource power for the weaker areas of cultural industry development. In the long run, the construction and combination of digital economy combined with cultural industry products can also make up for the lack of technology and capital, thus making it possible for digital cultural industry to revitalise the rural economy.

3.1. Technical Conditions: The Digital Creative Cultural Industry Provides New Support for The Sustainable Development of The Rural Economy

Compared with the traditional media, the digital economy has many characteristics such as fast, convenient, interactive and so on, which can avoid the obvious drawbacks of the traditional media era, in which cultural production and consumption are mainly concentrated in the cities only. "The new development strategy of the "digital creativity + product" model will enable the majority of rural areas, which are widely affected by infrastructure and hardware facilities, to gain a new impetus for cultural production, thus changing the phenomenon of rural culture being out of touch with the city, and helping to reshape the cultural confidence of the countryside. Specifically, it is the digital media that can guide urban cultural resources to the countryside through the form of cultural communication, and also promote excellent traditional rural culture to the city, thus accelerating the effective flow of cultural resources between urban and rural areas, breaking through the limitations of rural cultural resources, and forming a cultural development situation of urban-rural integration. Digital creativity can also expand the field and scope of rural cultural development, the Internet, holographic imaging, naked eye 3D and other technologies applied to cultural production, get rid of the cultural construction is only concentrated in the countryside performances, countryside tourism, festivals and other traditional modes of exhibition and so on, to promote the digital performance of the new cultural industry in the countryside quality and quantity of the development of quality and quantity, to change the status quo of a single cultural supply. The combination of digital media and the cultural industry can connect everything and make the culturalisation of the entire rural economy possible.

3.2. Capital Conditions: Social Capital to Accelerate the Rapid Flow of Cultural Resources to The Countryside

Since the long-term development of the countryside is mainly dependent on the government's financial expenditure and guarantee, the main allocation of economic support resources is concentrated in the key and weak links of the rural economic development, which can not meet the multi-

level and diversified needs of the rural development. The effective combination of cultural industry gradually breaks this predicament. On the one hand, the integrated development of urban and rural cultural industries has accelerated the flow of urban capital to the countryside, and more and more emerging businesses such as rural e-commerce, creative agriculture, rural lodging and rural pension are favoured by capital. On the other hand, the effective intervention of the cultural industry makes the spiritual and cultural life service system covering the countryside gradually established, effectively solving the dilemma of cultural development in rural areas, such as the existence of poor results, slow return of funds, and other modes of Internet crowdfunding and other modes of financing the rural cultural industry has opened a new channel for the rural cultural industry, which is gradually intercommunicating and interacting with each other, and the supply and demand can be more accurately matched.

4. The Mode and Path of "Digital Creativity + Product" Mode to Promote the Sustainable Development of Rural Economy

From the perspective of digital village construction, combining cultural industry products is of great significance to the revitalisation of rural economy. The countryside will contain a large number of cultural consumptions upgrading, social transformation of the new atmosphere that never existed in the past. At present, the research related to the rural cultural industry in Deqing County, Zhejiang Province, mainly focuses on the rural tourism economy, the development of ancient villages, rural culture and creativity, festivals and performances, sightseeing agriculture, cultural towns, and other forms of display. Yang Jihua pointed out that digital culture can greatly expand the connotation and extension of rural culture, break through the limitations of rural cultural resources, and promote the comprehensive integration of rural culture and economy. Tang Lin believes that digitalisation will become a new engine to lead the high-quality development of national culture and an accelerator to promote the upgrading and development of the traditional business of national culture. Song Zhipeng focuses on the fact that short videos, as a popular content medium, play a crucial role in the expression of self-consciousness and cultural dissemination of rural groups, and are an effective way of presenting and exchanging vernacular culture. From this, it can be seen that among the many attempts to promote the development of rural economy in the direction of diversification, digital culture industry has become a new type of trend to help rural economic revitalisation. Digital culture industry can be directly and effectively integrated into the modern rural economic development system, becoming a new type of industry that can be expanded; it can also be regarded as a common converter of urban-rural integration and industrial integration, leading to the effective development of the sustainable economic field in the countryside. Based on this, this paper refines the model and path of "digital creativity + product", aiming to provide a reference for the revitalisation of rural culture and economy.

The countryside is the source and birthplace of excellent traditional Chinese culture, and rural culture is the sum of material and spiritual achievements created by rural residents in the process of long-term agricultural production and life,

which contains the genes of Chinese civilisation rooted in the soil of agrarian civilisation. The revitalisation of culture is the most important and the foundation of sustainable rural economic development. The effective integration and development of rural culture and cultural industry has become a focus point of China's rural revitalisation, and the main approach is to integrate culture, innovative art, novel design, fashion and other elements into the countryside as a space, giving it rich connotations and imagery, so as to enhance the added value of the brand of rural agricultural products with special characteristics and traditional folk crafts, and to make the transition from traditional agriculture to creative agriculture, such as The leisure agriculture model of "culture + agriculture" or the concept of "garden complex". Based on rural culture, the "digital creativity + product" model combines the cultural elements of rural characteristics and the spirit of traditional culture with digital cultural products, relying on emerging carriers such as film and television, animation, virtual reality, etc., to build a set of cultural empowerment industries with local folklore characteristics and regional cultural characteristics. China is a country with a large landmass, and there are many excellent characteristics of rural culture, historical figures, cultural heritage, folk crafts, folk songs and operas, and other multiple forms. In the past, these cultural contents are usually displayed mainly in static displays, mostly stored in ancestral halls, cultural halls, museums and other spaces, although some of them are more vivid with the use of electronic equipment to make the display of their contents, but more than a formality, in which the story itself has not been well excavated and interpreted, and can not get the attention of the young people and favourable, resulting in many intangible cultural heritage at the same time also faces the problem of inheritance. The digital cultural industry is centred on digital creativity. With digital creativity as the core resource and competitiveness, digital culture industry can not only present the content in the form of digitisation, but also carry out creative transformation and innovative development of rural culture through creativity and interpretation. For example, the Hakka town in Deqing County, Zhejiang Province, has created the original IP "Little Hakka", which is extremely rich in local characteristics, by digging up the intangible cultural heritage of the Hakka hats, and has not only designed a lot of classic images, but also developed animation, film and other derivative digital creative products, so as to promote and spread the Hakka culture by means of modern and scientific and technological expressions. Hakka culture is promoted and disseminated through modern and technological expressions.

5. Conclusion

In summary, with the help of digital economic means, culture as a fulcrum can not only pry the rural economic development, but also in the dissemination of rural style, inheritance of rural culture, retention of rural memory in its own advantages, and the advantages will be played to the extreme. As mentioned by General Secretary Xi Jinping, the sustainable development of rural economy should not only shape, but also cast the soul. In particular, the current situation in the countryside generally lacks of cultural consciousness and cultural confidence, these problems will be effectively alleviated with the significant expansion of the "digital creativity + product" model. It is foreseeable that the digital culture industry will usher in explosive growth in the countryside under the new scenario of the continuous

improvement of rural information networks and the significant increase in the digital literacy of rural farmers. However, the sustainable development of rural economy is a long-term and complex systematic project. We must realise that China's digital countryside strategy is still in the initial stage, the imbalance between regions is still significant, and most provinces, counties and municipalities are in the growth or start-up period of development. Therefore, whether in the digital countryside or the development of digital culture industry, we should have a forward-looking vision and forward-looking layout of the "big picture" consciousness, in the policy on the development of scientific planning, the introduction of relevant preferential policies, especially important to cultivate a number of strong market viability and the ability to expand the countryside of digital culture enterprises, cultivate It is especially important to cultivate a group of rural digital culture enterprises with strong market

viability and expansion ability, and to cultivate more digital talents needed for the development of digital culture industry. In time, the "spark" of the digital culture industry in the countryside will certainly develop into a "prairie fire", and ultimately inject a new impetus for the economic revitalisation of the countryside and the sustainable development of culture.

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