

# Research on the Impact of Sharing Economy on the Implementation of Rural Revitalization Strategy

Yi Zhao

School of Economics, Yangtze University, Jingzhou 434023, China

1076171869@qq.com

**Abstract.** The proposal of the rural revitalization strategy provides a new way of thinking for China's rural development in the new period. With the rapid development of the Internet in China, the sharing economy has also increasingly penetrated into various fields. The sharing economy as a breakthrough in rural rejuvenation is an inevitable trend. In this context, the basic connotation of the sharing economy and its far-reaching significance are clarified. On this basis, the dilemma facing the development of the rural sharing economy is analyzed, and then a possible realistic path for the sharing economy to promote the rural revitalization strategy is proposed.

**Keywords:** Sharing economy; Rural revitalization; Path selection.

## 1. Introduction

The combination of sharing economy and rural economic development is a new way to revitalize the countryside under the background of information technology. China's rural areas are vast, and many rural resources cannot be effectively integrated, resulting in a lot of waste and idleness. Facing the impact of the Internet era, the traditional agricultural model must find new breakthroughs in development. The emergence of the "shared agriculture" model will inevitably bring new opportunities to China's agricultural development and lead China's agricultural development to a new stage.

## 2. Connotation and Significance of Sharing Economy

### 2.1 Connotation of Sharing Economy

Robin Chase, the founder of the sharing economy, believes that the sharing economy relies on the sharing platform, and on this basis, integrates the capabilities of individuals and businesses, and mobilizes the flexibility of organizations and individuals. In recent years, many domestic scholars have also paid attention to the sharing economy, and emphasized that the sharing economy is a new concept of property rights. Actors get use rights instead of ownership, and use idle resources to improve efficiency. Some scholars also pay attention to Internet platforms, ecology Changes in civilization and consumer values are the prerequisites for forming this common economic boom. The sharing economy development report group Zhang Xinhong and others believe that the sharing economy refers to an economic model that uses modern information technologies such as the Internet to integrate and share a large number of scattered idle resources to meet the diverse needs of economic activities.

### 2.2 The Significance of Shared Agricultural Development

The practical significance of the sharing economy is mainly manifested in three aspects: First, for rural areas. At present, problems such as hollowing out rural areas and idle land resources are serious. Through sharing, we can revitalize rural natural resources and activate new vitality in rural development. Second, for farmers. Create a large number of flexible employment opportunities for farmers, point the way for farmers' production and life, and lead farmers to

The recent increase in employment income has further bridged the imbalance in regional development. Third, for agriculture. Investors have found a new industry investment direction. In the context of supply-side reform, the transformation of traditional industries is inevitable and necessary, and the sharing economy is a good channel. As people yearn for a better life and market

competition intensifies, the closed model of smallholders in traditional agriculture must be gradually broken, and rural resources must be integrated to bring new momentum to the revitalization of rural areas with the concepts of openness, innovation and sharing. In order to survive in the increasingly competitive market, and ultimately win the market. In addition, the development of the sharing economy has stimulated the vitality of "people", stimulated the sense of "ownership" of rural farmers, brought in the talent of all parties for rural rejuvenation, and benefit-sharing has enabled each rural rejuvenation participant to participate in it. Inject new energy into rural revitalization.

### **3. Difficulties Facing the Rural Sharing Economy**

#### **3.1 Lack of Institution Building**

At present, the reform of China's rural land system has been ongoing, with relatively decentralized management, coupled with the small and medium-sized farmers' economy still occupying a dominant position, hindering the integration of rural resources. The management system of rural organizations is not yet perfect. The party branches and villagers' self-government organizations (village committees) are not coordinated or even conflict with each other, which affects the enthusiasm of villagers for reorganization. The openness and unfair operation of the collective economy are alienated to some extent. With farmers' sense of participation, it is even more difficult to integrate farmers and their rural idle resources. The agricultural production management system is weak, and it lacks services to provide farmers with a variety of professional cooperative organizations that are pre-, mid-, and post-competitive, and the commercialization of agricultural products is low. The rural sharing economy lacks a development plan. The sharing economy is a new thing. Many leaders in the rural areas do not know what the sharing economy is, and even left-behind farmers will not take the initiative to learn and develop. The lag of government policy also makes it impossible for the rural sharing economy to have a relatively reasonable development plan.

#### **3.2 Lack of Policy Guidance**

The sharing economy is a new economic model after the Internet has developed to a certain stage, and the emergence of any new thing will have both advantages and disadvantages. While the sharing economy brings benefits to the development of the rural economy, we must also strive to avoid its disadvantages. At this time, the government needs the necessary policy guidance and top-level design. In particular, the establishment of some sharing economy platforms requires the government to correct them through policy measures to ensure the authority of the establishment of the platform, openness and transparency of information. The sharing economy cannot be allowed to develop in rural areas. Corresponding supporting facilities and policies must be in place first, but it is indeed difficult to achieve all-round and widespread policy in view of the current situation in rural China. The release and popularization of a policy both need to adapt to local conditions and a certain period, and this process is facing great obstacles.

#### **3.3 Lack of Financial Support**

One of the most important issues to be resolved by the village revitalization is the issue of "money". Although the state has been providing strong subsidies to agriculture and farmers, the vast rural areas have caused a large degree of dispersal of funds. There is very little real funding for modern agriculture, and the degree of farmers' organization is still not high. It is not high, agricultural land is scattered, management chaos still exists, agricultural scale and intensification have not been fully developed, and agricultural science and technology have not been fully promoted and applied. Rural financial development is slow, and farmers and new-type business entities have only a single financing channel.

On the one hand, although the formal financing channels are low-risk, the supply of funds is limited, the procedures are complicated, the amount is limited, and the guarantee is complicated,

which has led some farmers to be blocked from financing. No effective satisfaction. On the other hand, private lending is more active. Its advantages are flexibility and change, but high cost and high risk. Some lenders are blocked from investment.

### **3.4 Lack of Technical Content**

The sharing economy is a product developed to a certain stage in modern society. For the relatively backward farmers, it takes a certain amount of learning to receive new things. Therefore, although the sharing economy has taken root in rural areas, many farmers still lack a certain amount of technical content. Rural residents generally have limited education, relatively weak learning ability, lack of people in modern information society, lack of rational knowledge of emerging things, and poor ability to grasp information, which has also made it difficult to promote and share the rural sharing economy network. The difficulty in establishing the platform and the lack of logistics talents ultimately lead to the relatively extensive development of the rural sharing economy. The lack of technical content will cause the quality of agricultural products to decline, hinder rural economic development, and negatively affect farmers' income.

## **4. The Path Choice of Boosting Rural Development through Sharing Economy**

### **4.1 The Sharing Economy Promotes the Development of Rural Industries**

Agriculture has always been the first industry, which shows the importance of the agricultural industry. However, China's agriculture has been developing tepidly. With the rise of the sharing economy, the development of agriculture will also enter a new stage. Through the sharing economy, agriculture can fully integrate and develop with other industries. First, the integration of agriculture and industry. The development of agricultural processing industry is accelerating. The technology and information of urban industrial development can be applied to agriculture through the sharing platform, which has led to the rapid rise of agricultural processing industry. Second, the integration of agriculture and service industries. Focus on the development of agricultural green, environmental protection, experience, leisure and demonstration functions, the tourism service industry combined to form a creative agricultural planting, ecological processing sales, leisure tourism and other functions into a development model. Via "Internet + Modern agriculture" technology builds a rural complex that integrates circular agriculture, creative agriculture, and agricultural experience.

### **4.2 The Sharing Economy Promotes the Construction of Beautiful Countryside**

The construction of a beautiful countryside includes two elements: one is rural livability; the other is rural civilization. At this stage, land circulation is prevailing. Many idle lands in the countryside can be integrated with resources, revitalizing the land's income rights and use rights, and professionally unified into family farms. Through Internet platforms, urban residents can go to the countryside to enjoy rural life and natural organic Farm. The products reduce the pollution of the integration of agriculture and industry, and are conducive to the establishment of ecologically livable villages. Through the sharing and sharing of rural civilization weather, urban residents can experience various rural customs and customs in China, which is conducive to the continuation and spread of rural customs, and protects traditional culture from being eroded by modern civilization. At the same time, the modern civilization of cities has also cultured rural areas. Input, through mutual sharing and exchange, promoted the cultural integration of urban and rural residents, and promoted the integration of urban and rural development.

### **4.3 Sharing Economy Promotes Effective Rural Governance**

The development of the sharing economy to this day can be said that nothing is unavailable. In terms of rural governance, we can still learn from the ideas of the sharing economy. First, institutional sharing. Institutional sharing refers to the use of the information sharing function of the Internet platform to find a rural governance system tailored to local conditions and provide a

template for local rural governance through organic connection to better govern the rural social environment. Second, human power is shared. At present, due to the acceleration and deepening of the urbanization process, the low and unstable agricultural income, more and more farmers choose to go to the city to survive, resulting in shortage of rural human resources and rising costs, which has greatly restricted the development of the rural economy. This problem can be solved very well through the sharing of rural manpower. According to the seasonal rules of busy agricultural and leisure seasons, it is possible to realize the pattern of busy farming and busy working in cities. Only by retaining people in the countryside can there be vitality and better management of the countryside.

#### **4.4 Sharing Economy Boosts Peasant Life**

The greatest benefit brought by the development of the sharing economy to the countryside is that it can greatly increase farmers' incomes and multiple channels to realize the peasant's prosperity, which provides many choices for the revitalization of rural areas and a well-off society in China. The first is funding sharing. For a long time, social funds have mainly flowed to cities, which is also one of the important reasons for the slow development of rural areas. With the development of the sharing economy, funds can be freely circulated on sharing platform channels, and rural finance and Internet financial development have brought capital injections for agricultural villages. Second, the sharing of agricultural technology and idle agricultural machinery has brought great convenience to farmers' production, yields and product quality have been greatly improved, and agricultural income has naturally increased accordingly. The third is the development of e-commerce and logistics. The market for agricultural products has been opened. Since then, farmers no longer worry about good green products being left unattended. Instead, supply exceeds demand, opening up a new situation for farmers to increase their income.

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