

Original Paper

Research on the Development Path of Rural Industry Revitalization by Non-Legacy of Folklore: Taking Chaoshan Meeting of p county in Linfen City as an Example

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Received: April 29, 2024

Accepted: May 29, 2024

Online Published: June 17, 2024

doi:10.22158/ibes.v6n3p110

URL: <http://dx.doi.org/10.22158/ibes.v6n3p110>

Abstract

with the development of digital economy, the protection and inheritance of intangible cultural heritage has become an important issue to be solved. As an important part of Chinese traditional culture, non-heritage of folk-custom carries rich historical and cultural connotation and national spirit. However, with the changes of the times and the widening gap between urban and rural development, many non-heritage projects of folk-custom are facing the crisis of loss. As a folk celebration with profound historical and cultural background, Chaoshan meeting in p county of Linfen City, Shanxi province carries rich local cultural connotation. This paper aims to analyze the present situation of Chaoshan society in Linfen city, Shanxi Province, and discuss the development dilemma of micro-, middle-and macro-levels, and put forward a targeted development path to promote the revitalization of rural industries and inheritance of non-heritage protection work in-depth development.

Keywords

Digital Economy, rural revitalization, Intangible Cultural Heritage, Development Path

1. Introduction

The digital economy model has gradually become a key driving force for the development of our economy and society. By 2023, the scale of our digital economy industry has exceeded 12 trillion yuan, and its share in GDP has also exceeded 40%. In February 2023, the Central Committee of the Communist Party of China (CPC) and the State Council jointly issued the overall layout plan for the construction of Digital China, building a digital china is not only the core driving force to promote the modernization process with Chinese characteristics in the digital era, but also the key support to form a

new national competitiveness. In order to build a modern socialist country and promote the rejuvenation of the Chinese nation, it is very important to speed up the construction of Digital China. The 14th five-year plan for national informatization clearly states that in order to adapt to the new stage of development, seize the opportunities of the information revolution, establish the new competitive advantages of the country and rapidly develop into a powerful modern socialist country, it is extremely important to speed up the digitization process and build a digital China. At the same time, since the “13th five-year plan” period, our country has begun to explore the new industrialization path of data-driven innovation and Intelligent Interconnection, and has made important progress in this process. In the past few years, the digital economy has been widely recognized to promote the role of the economy and society, 5G, artificial intelligence, platform economy and cloud platform technologies have been widely used in many industries. Agriculture and rural areas are gradually affected by the digital economy, which has opened up a new vitality and implementation path for the recovery of rural industry and the construction of modern agricultural rural economic structure.

Since the United Nations Educational, scientific and cultural organization promulgated the convention for the safeguarding of the Intangible Cultural Heritage in 2003, the global focus has gradually shifted to the intangible cultural heritage of everyday life, rural life and everyday activities in addition to material heritage, particularly in rural areas of developing countries. In 2018, the director-general of the United Nations Educational, scientific and cultural organization further emphasized that “The convention is at the intersection of tradition and innovation and has played a vital role in advancing the path of sustainable development.” To issue a document on support for the establishment of workshops on poverty alleviation and non-legacy employment, and to select 10 priority development regions nationwide as “Non-legacy + poverty alleviation”; To better support the construction of the workshops. In December 2019, the Ministry of Culture, Tourism and tourism once again issued the notice on promoting the construction of non-legacy poverty alleviation and employment workshops, which clearly states that in poor counties at the national level, should rely mainly on traditional handicrafts to strengthen poverty alleviation work on all fronts. Considering the actual situation of our country's rural areas, we should bring the inheritors of traditional skills into the training system of professionals, and develop the tourism industry on this basis, so as to upgrade and develop the industry. The Chaoshan assembly of p county, also known as “Sijiao Chaoshan”, refers to the eastern, southern, western and northern four jiao, “Chaoshan” is a unique folk custom in our county, the people organized a huge guard of honor and artistic team to “Chaoshan”, blessing the wind and rain, Grain Fengdeng, peace and prosperity. The achievements of the intangible cultural heritage in the progress of the rural areas have fully proved the excellence of this development direction. At the same time, taking into account that Shanxi province is an area where multiple poverty problems coexist, it is necessary to formulate practical and feasible implementation programmes in accordance with the specific local conditions, to ensure that these plans can be successfully applied at all stages of rural revitalization. This paper analyzes the status quo of the implementation of non-legacy protection and utilization project in Shanxi

Province, and then discusses its specific development path.

2. Literature Review

Related research on digital economy. Research teams, research institutions and a large number of scholars hold completely different views, which can be generally classified into three main categories. Among them, the two most representative views are based on the Digital Foundation and digital technology and put forward two views. The first is that the digital economy is viewed as the direct socio-economic output brought about by the upgrading of digital infrastructure. Scholars who hold this view include Tapscott (1999), Lane (1999) and others. In their view, the digital economy and the real economy are homogeneous, that is, they are both producing and operating through information technology, so they can learn from each other's development experience to promote their own prosperity. The second view is that, from a digital technology perspective, the digital economy is seen as a technological advance, in particular the overall impact of data flows and other communication technologies on socio-economic activities, this view is supported by Bukht (2017), OECD (2017) and others. The third, based on digital governance, regards digital governance as a process of government and market synergy in the whole social economy in the era of big data, based on new technologies such as cloud computing, this view is widely accepted by scholars. The third point of view emphasizes the integration of technology and considers that the digital economy is a comprehensive application of many fields such as traditional economy, Internet infrastructure, communication and computer technology, this creates a new economic model that encompasses multiple industries, regions and economic entities. Cai (2018) and IMF (2018) all hold this view. Zheng and Xu (2020) identified several key factors affecting regional heterogeneity in the digital economy, based on provincial panel data from 2010 to 2018, these factors include differences in infrastructure, human resources, and institutional quality. These variables through regression analysis found that these three aspects will affect the level of our digital economy. They argue that in order to promote a digital economy in each region, policymakers should adopt personalized strategies that take full account of local conditions and needs. Jiang (2021) believes that the digital economy is a new economic model based on infrastructure such as communications and networks, and the integrated application of various advanced information technologies to promote the sustainable development and upgrading of traditional industries, the ultimate realization of industry convergence. Digital economy is mainly divided into two sub-dimensions, namely, digital industrialization and industrial digitalization. Gao (2022) pointed out that industry digitization refers to a series of technological innovation activities with digital technology as the core and the general name of various emerging industry clusters. The digital industry is mainly a part of the tertiary industry, including the Internet industry dominated by platform economy, the advanced manufacturing industry with electronic products as the core, and the information service industry with software business as the core. Industry digitization includes a series of links from hardware to software technology, and then to application software system. The digitization of industry

mainly involves upgrading and improving the combination of data and information with modern technology in traditional industries to achieve accurate control, thereby increasing efficiency and output. Digital transformation is the core of industry digitization. In the three industrial fields, industry digitization integration is mainly applied in industrial manufacturing industry.

Research on rural revitalization. According to Chen (2019), local governments should “Empower and empower” farmers from a variety of perspectives, including economic, political, social and cultural development, in order to promote the re-establishment of the main body of farmers, this can effectively and orderly mobilize the enthusiasm, initiative and creativity of farmers in the overall construction of urban and rural areas, so as to truly achieve the main status of farmers. Oujiayin (2020) pointed out that the rural areas of our country are undergoing the process of urbanization or empty-nest, and the rural culture is gradually or passively or actively declining, this has become a major problem facing the current society. Shen (2021) pointed out that digital rural management helps to improve the level of economic and social modernization management in rural areas, which is the core strategy and implementation mechanism to promote rural rejuvenation. Digital Rural Management can effectively promote the increase of farmers' income, improve the efficiency of agricultural production and advance the pace of new rural construction. Lu (2019) observed that rural revitalization and rural tourism are interrelated, and that rural tourism can effectively promote local economic development, encouraging people to pay attention to the beauty of rural construction, and maintaining local customs, and promote the deep integration and common progress of tourism and agriculture. Nooripoor (2020) stressed that tourism plays a decisive role in rural diversification, expanding the scale of tourism in rural areas and contributing to the sustained and healthy development of the population and economy of the region. In addition, rural tourism can improve the quality of life of local residents and reduce poverty. Maroto (2020) points out that rural tourism has been a very important activity in western Germany and southern Spain because of the number of projects, investments and job creation. The protection of landscape and cultural resources in rural areas is a central issue in promoting sustainable tourism in rural Europe. Rural communities working with government agencies can make more efficient use of natural resources to meet the environmental needs of tourists.

The existing research on digital economy and rural revitalization is rich, but it still has some deficiencies. First, most of the research focuses on the macro-level analysis, the lack of in-depth study of specific cases, especially in the regional and cultural aspects of less research. Secondly, the research on the combination of digital economy and intangible cultural heritage is relatively few, and it can not fully explore how to use digital technology to protect and develop traditional culture. Finally, there is a lack of practical application of digital economy in rural area, especially in combination with local characteristics and cultural resources. Therefore, this study will be a combination of digital economy and non-legacy folk, to explore how digital technology to protect and inherit traditional culture. Through the case analysis, the paper focuses on the role of local characteristic culture in rural industry revitalization, which can provide valuable reference for policy makers and local governments to

promote the overall revitalization of rural areas under the background of digital economy.

3. The Current Situation of Chaoshan Meeting in Linfen City, Shanxi Province

The Chaoshan meeting in p county, Linfen City, Shanxi province is a folk celebration with a far-reaching history and rich cultural tradition, its rise highlights the local government and various social groups for the intangible cultural heritage of the high respect and continued protection. With the increasing prosperity of culture and tourism in recent years and the booming development of digital economy, Chaoshan County of P county, while maintaining its traditional charm, has also demonstrated its activity in the new era. Chaoshan society is derived from the ancient folk sacrificial activities, and it is also the core component of Dongyue culture in P county. The main activity is to take the Dongyue temple as the core site, whose core purpose is to pray for good weather, prosperous grain, national peace and People's happiness, this also conveys the Chinese nation's traditional concept of reverence for nature and respect for Heaven and earth. The Chaoshan society of P county not only has a prominent position in the local culture, but also has a profound historical and folk research value. Over the past few years, P county has implemented a number of measures to maintain and preserve the intangible cultural sites represented by the Chaoshan society. First, the local government established the Institute of Chaoshan studies in P county, which conducts academic exploration and promotes its cultural activities for the Chaoshan society. Through the organized field research and literature sorting, the association carefully compiled the book“Dongyue Temple Records”, which provides valuable references for further research. Secondly, P county has begun to implement the intangible cultural heritage protection and inheritance project. In order to ensure the continuity of the various traditional activities of the Asahi and to strengthen the bearers and their craftsmanship, the government has also organized and carried out a number of training and awareness-raising tasks, this in turn enhances the awareness and participation of local people in the preservation of intangible cultural heritage.

4. The Dilemma of Chaoshan Meeting in Linfen City, Shanxi Province under the Background of Digital Economy

4.1 Micro-Level

For the folk tradition of Chaoshan society in p county, which is rich in historical and cultural details, the core problems encountered in its digital development are the integrity and authenticity of digital data and the translation of cultural heritage, the combination of technology and culture, and the impact of the digital divide.

The ceremonies and performances are rich in content. From ceremonies to performances, and then to music and dance, every tiny link is deeply rooted in the rich connotation of culture. In the process of digital recording, ensuring the integrity and authenticity of these details poses a huge challenge. While digital technology has done a good job of effectively recording and preserving large amounts of data, in the face of vibrant and multi-sensory traditional folk celebrations, relying solely on digital records may

not fully understand the deep cultural values behind them. For example, the site of the event, the emotional interaction between participants, and the symbolic behavior of the ceremony, are difficult to show only through basic video or audio materials. Such inadequacies in documentation may lead to the problem of “De-contextualization” in cultural communication, i.e., decoupling from the existing cultural context, making them unable to maintain their original vitality and appeal.

4.2 Meso-Level

With the rapid development of digital economy, the transfer of traditional culture has been obviously adjusted, which makes the Chaoshan folk ceremony face the complex problem of how to find the balance between traditional elements and modern elements. Inheriting traditional culture not only needs to plant deep historical details, but also should keep pace with the times and adapt to the needs of the current social development. With the application of digital technology, the path of communication and forms of expression have undergone new changes, how to ensure that Chaoshan will still have its original flavor in the digital context, and can successfully attract the attention and participation of the younger generation, this is undoubtedly an issue worthy of in-depth consideration. Secondly, the field of social participation and governance is facing many challenges. As a traditional ritual, the growth of Asahi requires the active participation and support of all sectors of society. In the context of the digital economy, social relationships are becoming more and more complex. People tend to focus on various emerging digital entertainment and social occasions, this could threaten the place and influence of traditional folklore.

4.3 Macro-Level

The development of digital economy puts forward a new test to the protection and inheritance of traditional culture. If traditional culture is to be inherited, it must rely on the interaction and inheritance between people, and the continuous progress of digital technology may lead to the gradual distance between people and traditional ways of life and culture, thus, the cultural transmission will be broken and faulted. When carrying on the digital processing, the cultural connotation and the core value may suffer the simplification, the distortion or the distortion, these have hindered its traditional culture complete transmission. With the development of digital economy, social management and public strategy are facing unprecedented challenges. Chaoshan society is a grand event with historical details and cultural values. It not only represents the transmission of culture, but also is a valuable economic resource. With the rapid development of digital economy, the business and production fields of Chaoshan fair have been expanded gradually, touching on many important aspects such as tourism, cultural innovation and cultural products.

5. Fourth, under the Background of Digital Economy, Folk-Custom Can not Help the Rural Industry Revitalization

5.1 Fully Mining Non-Legacy Data Resources and Accelerating the Value of Rural Data

The rise of digital economy has injected new vitality into the digital transformation of Shanxi folk-custom non-relic rural industry, and provided new impetus for the revival of Shanxi folk-custom non-relic rural industry. At present, there are three problems in the process of digitalization: lack of unified standard system, incomplete data collection and high data security risk. In order to improve the growth quality of rural industry in Shanxi province, it is necessary to further strengthen the implementation of "Internet +" strategy. By speeding up the construction of rural information infrastructure and improving the information literacy of farmers, we will continue to optimize the agricultural industrial structure and promote the transformation of traditional agricultural industries into modern agriculture, thus effectively promoting the sustainable and healthy development of Shanxi's rural economy. The deepening of "Internet plus" action is the core way to upgrade, improve the quality and benefit of folk-custom non-heritage rural industry in Shanxi province.

5.2 Taking the Digitization of Rural Industries as the Core and Continuously Extending the non-Heritage Industry Chain

With the continuous development of digital technology, the non-heritage industry has gained wider promotion potential. Zhejiang province, as a double pilot province of the Ministry of Culture and tourism, "Promoting the development of high-quality inheritance of traditional crafts" and "Helping the rural rejuvenation", focuses on two pilot tasks, the pilot counties (cities and districts) have carried out the work of "Non-legacy assistance for common prosperity" throughout the province, guiding and supporting the pilot trials in various localities and achieving remarkable results. By May 2023, the province had built 87 non-legacy workshops at the provincial level, 131 at the municipal level and 841 at the county level, with sales of 5.31 billion yuan at all levels, training nearly 20,000 people of all kinds, absorbing employment of 163,700 people, the extension of the industrial chain led to employment of 5,527,000 people. In view of the current state's increasing protection of cultural and natural heritage, the government should be more active in promoting access to the public market for non-legacy projects in this context. Through the digital platform, the public can participate in the development of non-legacy to promote the development of local cultural industry, while promoting the development of other related industries. Through the digital promotion of Shanxi's intangible cultural heritage, can make more people realize this valuable cultural assets, and its integration with other industries, and then promote the overall progress of the cultural industry.

Digital technology brings new vitality to intangible cultural heritage projects in rural areas. It not only connects supply and demand, but also promotes the networking and platform of intangible cultural heritage projects. In this digital context, suppliers, distributors and consumers have established a close relationship, which integrates the resources of the entire industry chain, and further strengthen the interaction between producers and consumers. In the digital age, traditional technology culture also needs to use the internet means to achieve the living inheritance. With the development of intangible cultural heritage projects on many online platforms, the government-led business model has gradually formed, and the digital platform of Shanxi province has the opportunity to comply with this trend,

attracting customers from platforms such as flying pig, Ctrip, Pinduoduo and jd.com to their trading platforms. Shanxi has the potential to become a large-scale trading platform for Alibaba's intangible cultural heritage in North China, and is expected to become an iconic example of the internet plus digital enabling business model.

5.3 The Digital Economy Will Help Rural Intangible Cultural Heritage Propaganda and Enhance Its Effectiveness

Douyin released the “2023 ich data report”. According to the report, as of May 2023, there were an average of 19,000 live broadcasts per day on Douyin, with an average of 13 live broadcasts per minute; meanwhile, all categories of endangered species have found “New audiences” through the platform. With the help of tiktok's “Non-legacy partner program” and “See the craft program”, more and more young people have joined the ranks of non-genetic inheritance. In the past year, over the past year, 116 people under the age of 30 who are certified non-inheritors are active on the platform. First, to revolutionize the methods and forms of publicity by using digital technologies, such as the creation of digital images, audio and video, and other multimedia methods, the uniqueness and appeal of the project can be demonstrated more vividly. Through the use of Virtual Reality (VR) technology and Augmented Reality (AR) technology, to create a sense of deep immersion, so that the audience can truly experience the appeal of non-heritage culture. The use of digital means to promote non-legacy content is more attractive and interactive, greatly increasing the number of target audiences. Second, build a professional digital communication platform, such as website and mobile application, to display information and activities related to rural ich project. These platforms allow for the broadcasting of intangible cultural heritage stories, films of traditional craftsmanship and online exhibitions in a variety of formats to enhance public awareness and participation in the protection and dissemination of the intangible cultural heritage. The construction of digital propaganda platform not only provides a broader platform and more convenient means for the dissemination of rural non-heritage projects, but also helps to expand the coverage of propaganda and improve its dissemination effect. Third, innovative non-genetic means of communication, such as online exhibitions, lectures and workshops, can not only attract a large number of audience participation, but also expand the dissemination of intangible cultural heritage projects,. The use of online activities to enhance the visibility and social impact of intangible cultural heritage in rural areas to further promote the succession and progress of intangible cultural heritage projects.

6. Conclusion

The development of rural areas is closely related to the development of traditional customs, which are restricted and supported by each other. The purpose of this paper is to discuss the function and Development Path of intangible cultural heritage in rural industry under the background of digital economy. Based on the analysis of the current situation of the development of Chaoshan assembly, this paper expounds the influence of the digital economy on the protection and inheritance of the

non-heritage of folk customs. At the micro-level, problems such as the shortage of digital records, the translation and re-presentation of cultural information, and the integration of technology and traditional culture have received much attention. The mid-level development dilemma mainly involves the balance between traditional elements and modern elements, the challenge of social participation and governance, and the problems caused by the industrialization trend of the society. At the macro level, the digital economy poses new challenges to the preservation and inheritance of traditional culture, as well as to social management and public policy. Based on the analysis of the current development situation and the development predicament, this paper puts forward the practical path of rural industry revitalization under the background of digital economy, including fully mining non-heritage data resources, continue to extend the non-heritage industry chain, as well as the digital economy to help rural non-genetic propaganda and so on. The purpose is to provide theoretical and practical guidance for the revitalization and non-hereditary inheritance of rural industries in Linfen City and other areas of Shanxi province.

Acknowledgments

This article is sponsored by the "Shanghai Lixin Accounting and Finance College Student Innovation and Entrepreneurship Training Program", project number: S202411047107

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