

Research on the Application of Wechat Mini Program in Rural Revitalization – Taking Yanping Jukou Township in Nanping as An Example

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Abstract: *In the current wave of digitization, the application of small programs has penetrated into the lives of urban residents. In the current environment of vigorously promoting digital rural construction in China, this article studies empowering rural public services with digital technology through WeChat mini programs to promote the extension and coverage of "Internet+government services" to rural areas, and focuses on solving practical problems in rural development. Through tourism, rural research, and other means, it expands the business of rural economic development and expands application scenarios. At the same time, the rural government module facilitates the lives of villagers and helps them become wealthy.*

Keywords: Applet, Rural revitalization, Government services, Innovative design.

1. RESEARCH THE BACKGROUND

1.1 Institutional background

In recent years, from the Central People's Government of the People's Republic of China to local governments, many policy documents have been issued to strengthen the development of digital villages. The No. 1 document of the Central People's Government of the People's Republic of China in 2018 clearly stated that the digital village strategy should be implemented. In May 2019, the General Office of the Central People's Government of the People's Republic of China and The General Office of the State Council issued the Outline of the Digital Village Development Strategy. In 2022, the No. 1 document of the Central People's Government of the People's Republic of China proposed to vigorously promote the construction of digital villages, "strengthen the overall layout of digital China construction" and "develop smart cities and digital villages" [1].

1.2 Development situation of Jukou Township

Jukou Township has a long history and was once the only way from Yanping Prefecture in Fujian Province to Fuzhou Prefecture in ancient China. The Chen family lived in Muxiang (Yuqing Village) in the five dynasties of Tang Dynasty, which is now the Emperor's emperor Cuo in Yuqing and the buildings of Ming and Qing dynasties, which are still well preserved. Jukou Township from the Tang Dynasty to the Ming and Qing dynasties produced a large number of talents. Yuqing village out of the princess son-in-law Chen Yijin; Beiceng has been a scholar, known as "bright"; No Yang out of Gao Hong. Shangpu Village and Cuntor Village were once the revolutionary sites of the Red Army. The site of the Congress of the Communist Party of China, artillery towers, training grounds, English newspapers and other sites are preserved [2].

1.3 Problems exist in the rural revitalization and development of Jukou Township

1.3.1 Traffic condition restriction.

Jukou Township is located in the southern border of northern Fujian Province, 98 kilometers away from the urban area, and is one of the most remote towns in Yanping District of Fujian Province. The township has not yet opened

the highway, national road, provincial road, only the county road connecting Gutian County and other surrounding towns. At present, it is the most remote town in Yanping District, with inconvenient external traffic and low internal traffic level, and the current situation cannot meet the needs of future tourism development. In addition, there are also problems in Jukou Township, such as inconvenient transportation in each village, mainly connecting with township roads, and taking public transportation as the main means of transportation. It is inconvenient for villagers to handle affairs and the efficiency is low.

1.3.2 Poor economic foundation and lack of technical development talents.

Jukou Township is a typical mountain township in northern Fujian Province with poor economic foundation. The future tourism development mainly relies on investment attraction, and the local investment ability and financial resources of the township are limited. The proportion of migrant workers in Jukou Township is large, and there is a shortage of high-tech and tour-related talents.

1.3.3 The tourism information is not perfect enough, and the publicity is low

Jukou Township has rich human and natural tourism resources, and is also the host of the national rural art season. However, there are some problems in Jukou Township, such as less publicity, low visibility of scenic spots, and imperfect information provided to tourists by scenic spots.

1.4 Proposed solutions

In Yanping District, provincial Highway 316, National Highway 304 and National Highway 202 pass through Zhanghu Town, the neighboring township to the south of Jukou Township. The construction of Zhanghu Bridge will make Jukou Township directly connect Zhanghu Town across the Minjiang River to the south, and the traffic conditions will be greatly improved.

Through the development of small procedures, improve the construction of digital countryside, solve the limitations of the space and time of rural government affairs, and improve work efficiency; Grasp the current policy opportunities, overcome the existing challenges and problems.

Develop the tourism sector, highlight the characteristics of local resources, develop tourism projects for the audience, improve the information of tourist attractions and traffic routes, strengthen the combination of various tourism resources, create boutique tourism special lines, and carry out the publicity and promotion of small procedures. Explore the characteristics of rural areas, attract tourists with brands and concessions, enrich ecological tourism projects, and strengthen tourism product innovation.

Pay attention to students' quality, and empower education to revitalize. Develop the research section, attract college students to volunteer or carry out social practice activities here, pay attention to the learning problems of local students, especially left-behind children, and carry out public welfare learning guidance and characteristic classroom activities, so that college students can play their strengths, but also sow the seeds of children's love of dance, calligraphy and music.

2. BUILD A COMPREHENSIVE PLATFORM FOR RURAL REVITALIZATION WITH THE SUPPORT OF WECHAT MINI PROGRAMS

"Impression Jukou" mini program has three sections: tourism, government affairs and research. Each section has a very rich and diverse content. "Impression Jukou" mini program for Jukou Township government staff, want to visit Jukou tourists and Jukou Township villagers have provided great convenience.

2.1 Tourism Module

2.1.1 Integrate the township tourism resources to create Jukou tourism business cards

"Impression Jukou" mini program can show the tourist attractions of Jukou Township online, to the user a comprehensive show of a very beautiful scenery and cultural connotation of Jukou Township. The mini program not only designed the "popular recommendation" plate, but also introduced the famous scenic spots of Jukou Township in the form of pictures and pictures on the home page to attract tourists' attention and stimulate their

tourism interest. Moreover, the beauty of Jukou Township is classified according to the village, which is convenient for users to find and browse.

In order to show users a more comprehensive Jukou Township, show the unique characteristics of each village, the mini program in each village, each scenic spot is attached with an introduction, to facilitate tourists in sightseeing, understand its connotation, enjoy the representative culture and folk style. And set up a special section of "legendary characters", will be about the famous deeds of Jukou Township, with an interesting story to tell, to provide users with a more novel experience.

2.1.2 Have intimate travel planning assistance system

At present, the navigation page of the mini program not only opened a search function, but also a detailed entry of Jukou Township accommodation and transportation information, users can search and query Jukou Township excellent travel routes, accommodation, food, etc., with the small program this portable tool, the fastest customized travel routes of their own. And the small program also provides personalized customization services, has been customized for different users of the needs of four travel routes, in order to facilitate the majority of users travel.

2.1.3 Develop reasonable marketing strategies to attract tourists

In the homepage of the mini program set up a "popular activities" plate, will have the traditional cultural characteristics of Kukou Township activities income, users can understand the real-time information of the activity, in which to find the activity is being held, learn about the event time, location and other information, and can sign up for these activities. This will not only attract tourists, but also convert more users into tourists, it also increases the sense of experience and participation of tourists. For platform drainage, scenic spots to attract passenger flow. The mini program also sets up a "coupon welfare" plate, where users can receive coupons to the scenic spot.

2.1.4 Give full play to advantages and constantly cultivate the connotation of art and culture

From 2018 to 2020, the People's Government of Yanping District, Nanping City, Fujian Province, jointly with Ruanyi Sancheng Heritage Protection Foundation of Shanghai, successfully held the Chinese Rural Art Season in Jukou Township, and built Jukou Township into an influential rural art tourism base that can be seen and visited. This is the outstanding advantage of Jukou village compared with other villages that develop tourism. The mini program will maximize its advantages, create a giant mouth business card, hold an online art exhibition, organize the artworks of each season of art season, and bring you a visual feast online.

2.2 Government Affairs Module

In rural revitalization, it is necessary to timely publicize the policies, so that the people can timely grasp the relevant preferential policies, help them obtain effective information, grasp the policy benefits, and grasp the market information dynamics; It is also necessary to set up the typical image of rural revitalization characters and carry forward the advanced deeds of characters to boost morale and firm confidence; It is also necessary to provide all-round services for the lives of villagers. This needs to consume a lot of manpower and material resources [3]. "Impression Jukou" concentrates the resources of the whole township in a comprehensive platform, integrates various functions such as government affairs, publicity, consultation and service, and epidemic prevention, and well integrates the various needs of government work and villagers' life together, realizing the comprehensive use of a platform.

2.2.1 Build an integrated micro-service platform for rural revitalization

Mini program to create a "digital street" rural revitalization microservice application platform; Four digital applications were developed: villagers' autonomy, office hall, benefit-the-people service and village style civilization. It has the functions of building a beautiful countryside, three meetings and one lesson, rural party building, party member activities, taking photos, making village affairs public, and policy inquiry. These government service functions of "Impression Jukou" mini program well integrate publicity, people's livelihood services and rural revitalization together, and go deep into every village, which not only improves the government level of Jukou Township, but also improves the autonomy of villagers, and helps rural revitalization and development. These functions of the small program make it a reality to "let the information run more and let the masses run less errands." And provide diversified services to build a "publicity + government + service" pattern

of rural revitalization and publicity, playing an important role in the rural revitalization and development of the whole township [3].

2.2.2 Villagers self-governance "sunshine, promote clean government"

Information notification, disclosure of the three affairs, "sunshine, promote clean government" to achieve villagers' autonomy and social co-governance.

Three columns have been set up, namely, street information, village affairs disclosure, and rural revitalization projects, to achieve regular publication of village affairs, focus on hot spots, and continuous attention to problems and difficulties. Implement the broad masses' right to know and supervise, so that more villagers can understand the information of the government's decision-making and deployment, participate in the villagers' autonomy, and jointly build a beautiful countryside.

2.2.3 Office hall – instant inquiry in the village

In the past, many villagers would encounter such a problem: is it in the village? Or the town? Who do you want? What's the phone number? What materials should I prepare? What is the process?

"Impression mouth" small program to provide the village government convenience services. Including: residential land, village collective finance, ownership identification, renovation of damaged houses, residents declaration and other service information, to avoid doing things "running back and forth, running broken legs", so that villagers "document the village office, subsidy village collar, information village inquiry", some service matters closely related to the people's livelihood can be handled on the mobile phone, and even "do not run once", to achieve social co-governance.

2.3 Research module

In the context of the Chinese government's efforts to reduce the heavy homework burden and off-campus training burden of students in compulsory education, research trips are becoming more and more popular. Research travel is an organized, planned and purposeful off-campus visit and experience activity that combines research learning and travel experience. Research is an inductive learning process that enables students to proactively ask questions, actively explore and actively learn.

"Impression Giant Mouth" small program for the government and the need for research units, schools to provide a platform for communication and understanding, to help the two projects docking. To provide research services, promote rural consumption, increase additional income for rural areas, and promote rural economic development. There are four main types of research services involved in mini programs: primary and secondary school labor practice courses, college art sketch bases, college social practice courses, and red Party school training. The mini program is attached with excellent cases of schools and organizations to carry out learning in Kukou Township, and also provides good examples and learning samples for other teams.

2.3.1 Primary and secondary school labor practice courses

China's Ministry of Education has officially issued the Compulsory Education Curriculum Plan (2022 edition), which requires that from the autumn semester of 2022, labor will be completely independent from the original comprehensive practical activity curriculum, and officially become an independent course in primary and junior high schools. It is required to take the evaluation result of labor literacy as an important content to measure the all-round development of students, as an important reference to evaluate the excellent and the important reference and basis for the admission of higher schools. This also makes more parents and schools begin to think: how to make the labor class more scientific? In order to give full play to the practical value of the research course and effectively exercise the ability of children, the "Impression Jukou" small program cooperated with the local agricultural company to design a scientific research course and provide a reasonable research program for the school.

Research travel allows children to broaden their horizons, broaden their knowledge and explore learning in the form of collective life. This form is a living classroom and a vivid extension of school life. This collective life is a very precious memory for children in their growing years, and the team concept and overall consciousness cultivated by collective life is also an important symbol of children's growth. It is also the necessary ability to go

to the society [4].

2.3.2 University art sketch base

Relying on the strong artistic atmosphere of Jukou Township, the natural art works left by the art festival and the ancient architecture with a history of thousands of years have attracted a large number of students and institutions majoring in architecture, design, painting and photography to study here. Research makes the knowledge in the textbook become vivid, help students broaden their horizons, expand their knowledge, and promote the second leap of students' learning and growth.

2.3.3 Social practice courses for college students

The social practice of college students' "three trips to the countryside" means that college students will popularize the content knowledge about culture, science and technology and health in the countryside, and promote the development of rural culture, science and technology and health. Social practice activities, combined with social hot spots, provide opportunities for students to contact the society in advance, and are an important way for college students to apply their knowledge to practice. Under the leadership of teachers, students use their professional knowledge to solve practical problems, cultivate students' ability to independently cope with and solve problems, cultivate their sense of independence, build a bridge of communication and integration between students and society, and also help the revitalization and development of rural areas [5].

2.3.4 Red Party School training

Party schools at all levels of the Communist Party of China are schools where Party organizations in all parts of the Communist Party of China train Party members and cadres, and are positions where students carry out Party spirit education and exercise. Party school study can not only learn to update the theoretical knowledge, but also can make the ideological realm of party members to be promoted. Jukou Township, as the Fujian-Zhejiang-Jiangxi revolutionary base, also known as one of the "Fujian-Zhejiang-Jiangxi Soviet Area", has a far-reaching red culture that can provide the majority of party members to learn. The government of Jukou Township also uses the Huang Jia Compound of the revolutionary base as a red museum to protect the red history and red objects for tourists to visit and learn.

3. APPLICATION EFFECT OF WECHAT MINI PROGRAM IN THE CONSTRUCTION OF JUKOU TOWNSHIP

The "Impression Jukou" mini program not only helps the promotion of local tourism and expands the visibility of Jukou Township, but also helps the development of local tourism resource combination, helps design and plan tourism routes, enhances the combination relationship between tourism resources, highlights the resource characteristics of Jukou Township, and creates a tourism brand. The government affairs section of the mini program makes it possible for villagers to handle affairs online, reduces the time for villagers to run errands, makes up for the shortage of traffic conditions in Jukou Township to a certain extent, and improves the level of government affairs in Jukou Township. And in the tourism section, add Jukou township map, road map and shuttle bus number, etc., to facilitate the travel of tourists.

The small program provides a research section, which also helps attract more schools and companies in need to cooperate with the Kukou Township government, driving local economic development and promoting local consumption.

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