Research on the Development Model of Chinese Urban and Rural Big Data Integration Brand Project Based on Ecological Perspective

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Abstract. Under the background of the information age, based on the ecological perspective, we will carry out research on the development model of urban-rural integration big data fusion brand project, and explore a new type of practice model, the urban-rural collaboration model, which is not only conducive to poverty alleviation, but also conducive to rural development. The new model does not increase the burden on the government. Based on the construction of ecological civilization, with rural industrial products and livable ecology as the entry point, aggregate urban and rural material and cultural needs, build an urban-rural exchange Internet platform, promote two-way exchanges of urban and rural material and cultural elements, promote two-way flow of urban and rural social and economic elements, and implement poverty alleviation plans. Let science and technology help agriculture and realize the strategic goal of rural revitalization.

Keywords: Urban-Rural Integration, Ecological Perspective, Development Model, Big Data

1. Introduction
Urban-rural integration is the optimal combination of urban-rural natural, economic, spatial and personnel elements. The integration of urban and rural development refers to the integration of urban and rural areas, realizing the smooth flow of economic factors, the reduction of interest distribution pattern, the optimization of ecological space, and the blending of spiritual civilization, so as to achieve the integrated development of co-construction, co-existence, co-prosperity, co-ownership, sharing and sustainable development [1-3]. With the idea of "integration of urban and rural development", combined with the way of "Internet +", without increasing the burden of the government, we should concentrate our efforts to guide all sectors of society and work together to promote urban and rural material and cultural exchanges and promote the integration of urban and rural socio-economic factors. The urban-rural cooperative model has obvious advantages, it is worth studying, exploring and promoting.
2. The theoretical connotation of ecological construction

2.1. The connotation of ecological civilization
Ecological civilization is a new stage of human civilization development on the basis of agricultural civilization and industrial civilization. It is a new form of civilization that reconstructs the relationship between human and nature and promotes sustainable development. The goal of ecological civilization is to achieve ecological justice. Ecological justice embodies a fair evaluation of people's rights and obligations, income and investment in the process of adapting to and transforming nature. The essence of ecological civilization is sustainable development [4-5]. Only by putting ecological civilization in the same or even more important position as material civilization, political civilization and spiritual civilization and promoting the comprehensive and coordinated development of socialist civilization system can China truly embark on the road of socialist modernization.

2.2. The connotation of ecological civilization construction
As a goal and vision, ecological civilization needs to go through a long-term construction process. The construction of ecological civilization is a theoretical and practical problem based on the connotation of ecological civilization, which is one complex system engineering and a unity of concept, action, process and effect. The construction of ecological civilization in China includes four aspects as shown in Figure 1.

![Figure 1. Aspects of ecological civilization construction.](image)

3. Connotation of the development model of urban-rural integration brand project

3.1. The development model of urban-rural integration brand project is to promote exchanges between urban and rural areas
Around the general requirements of rural revitalization for industrial prosperity, ecological livability, rural civilization, effective governance and affluent life, the urban-rural coordination model is based on the principles of equality, openness, integration and sharing. Taking rural industrial products, ecological environment and culture as the breakthrough point of urban-rural communication, it should promote material and cultural exchanges between urban and rural areas, and guide the flow and integration of social and economic elements such as population, capital, culture and technology between urban and rural areas. Promote the process of modern civilization, urban capital, technology and talents going to the countryside, promote the construction of rural material and spiritual civilization, and realize the two-way integration and interaction of urban and rural elements and the optimization of capital resource allocation.
3.2. The goal of brand project development mode of urban-rural integration is to realize the revitalization and development of rural areas

Under the background of the new era, how not to increase the burden of the government, organize social forces to participate extensively in the task of poverty alleviation, and realize the strategic goal of rural revitalization is the problem to be solved by the urban-rural coordination model. The urban-rural cooperative model uses the high quality famous and excellent agricultural products and ecological farming life exported from the countryside to promote the agglomeration of urban residents. So as to meet the growing needs of the people for a better life, it should attract the attention of all social forces gathered to a better rural area, gradually guide and absorb these forces to participate in rural economic and social construction, and further promote the integration and development of urban and rural social and economic elements.

3.3. The development model of urban-rural integration brand project based on the development of rural industry

The mode of urban-rural coordination is the mode of dual support of wisdom. Developing rural industry is the fundamental measure to improve the self-development ability of rural poor areas and to achieve poverty alleviation of the poor. At the same time, the development and prosperity of rural industry can also attract more urban talents, funds and technology into rural areas, so that rural areas are full of vitality and vitality. Rural areas take characteristic industrial products and livable ecology as the basic entry point, and promote high-quality industrial products and distinctive ecological environment to urban consumer groups to develop and strengthen rural industries. Only by focusing on the development of industry in rural areas can the prosperous rural areas achieve poverty alleviation and not return to poverty, truly build the rural economic foundation, improve the living standards of farmers, and effectively promote the revitalization of other aspects.

4. Exploration on the development model of urban-rural integration brand project based on ecological perspective

4.1. Application of “Internet+” is the an effective means of urban-rural coordination model

The urban-rural collaborative model uses Internet technology to collect information about industrial products, ecology, civilized rural customs, investment needs, volunteer needs, donation needs and so on in each village, forming a relatively complete rural information block, and then gathers several rural information blocks into the gathered urban population, and implements urban-rural demand aggregation through the Internet platform. On the one hand, we will complete the promotion of characteristic industries and livable green mountains and rivers from the countryside to the city, so that the urban people can consume high-quality rural products and enjoy a beautiful ecology. On the other hand, let urban residents understand the needs, life and investment opportunities of the countryside, promote the influx of idle capital, technology and talents into the countryside, inject strong elements of support for agricultural and rural development, bring more advanced culture into the countryside, and promote the construction of rural culture. In addition, the surplus rural labor force can also be solved to urban employment. All these will promote the integration and development of social and economic elements between urban and rural areas in an all-round way, and build a well-off society in an all-round way.

4.2. Optimize agricultural spatial pattern from the perspective of ecological civilization

The spatio-temporal coupling characteristics of light, temperature, water, heat and other natural conditions determine that there are great spatial differences between East and West and between North and South in China's agriculture, as shown in figure2. Therefore, no matter in our country's agricultural strategic guidance, planning, or policy design, we should deeply understand and accurately grasp the regional characteristics of agricultural production, adhere to local conditions, implement policies in different areas, determine the development goals of each region according to natural
conditions, adhere to the principle of agriculture, animal husbandry, forestry and forestry. We should deeply analyze the matching degree between regional agricultural development and resources and ecological environment, and gradually establish a new pattern of agricultural space matching agricultural productivity and resources and environmental carrying capacity.

North of Huaihe River of Yangtze River
South of Huaihe River of Yangtze River
Cultivated land area Water resource Population

![Figure 2. Regional distribution of cultivated land and water resources in China.](image)

5. Conclusion
In the era of big data, the value of data should be reasonably used. When the traditional agricultural development model is restricted by the information age and ecological background, the resource-based agricultural development model should be dynamically adjusted according to the new requirements of the times. Therefore, from the perspective of ecology, the practice and exploration of the urban-rural coordination model was initiated, and the construction of all aspects of the urban-rural coordination model was basically completed. In the future, with the participation of more villages and related units, without increasing the burden on the government, gathering forces from all sectors of society to form cities, and jointly promote the development of urban-rural integration, the urban-rural coordination model will surely pave the way for poverty alleviation and rural revitalization.

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