

Research on Promoting the High-Quality Development of Tibetan Economy with Digital Economy

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Abstract: The digital technology is changing with each passing day, and the digital scene is constantly enriched. The vigorous development of the digital economy has become a national strategy, and the digital economy is becoming an important engine driving the high-quality development of my country's economy. Tibet is closely following the pace of the development of the digital economy. In recent years, the digital economy has developed rapidly, but there are also inadequate and insufficient integration with the real economy, lack of talents and teams in the digital economy, insufficient infrastructure support capabilities, and a relatively large amount of digital economy industry. Minor questions. To this end, it is necessary to strengthen policy guidance, issue special plans, optimize the market environment, accelerate the integration of the digital economy and Tibet's primary, secondary and tertiary industries, and promote high-quality economic development in Tibet.

1. Introduction

"The Fourteenth Five-Year Plan for the National Economic and Social Development of the People's Republic of China and the Outline of Vision Goals for 2035" clearly proposes to accelerate digital development, build a digital economy, a digital society, a digital government, and a digital ecosystem. The report of the 19th National Congress of the Communist of China stated that "my country's economy has shifted from a stage of high-speed growth to a stage of high-quality development, and it is in a critical period of transforming development mode, optimizing economic structure, and transforming growth momentum" [1]. Chinese leaders emphasized the need to develop the digital economy, accelerate the promotion of digital industrialization, rely on the drive of information technology innovation, and continue to give birth to new industries, new formats, and new models, and use new kinetic energy to promote new development [2]. At the Seventh Central Tibet Work Symposium held in August 2020, Chinese leaders emphasized the need to implement the new development concept, focus on the problem of unbalanced and inadequate development, and take the optimization of the development pattern as the starting point, and the construction of elements and facilities as the support. To accelerate the high-quality development of Tibet with the guarantee of institutional mechanisms. In the context of the new era, there have been many studies on the high-quality economic development of Tibet, but there is almost no research on the high-quality economic development of Tibet. Based on the theoretical basis of previous studies, from the perspective of digital economy, combined with Tibet's current digital economic development In order to effectively enhance the high-quality development level of Tibet's economy.

2. The Current Situation of Tibet's Digital Economy Development

Tibet thoroughly implements the important expositions of Chinese leaders on Tibet's work and the Chinese government's strategy for governing Tibet in the new era. It is guided by the "Tibet Autonomous Region Digital Economy Development Plan", with the "Four Major Events" as the main direction, and the "Four Major Issues" as the main direction. This is the starting point and end point of giving a "favorable" [3]. Under the high attention and strong leadership of the Tibet Autonomous Region government, the digital economy has a good momentum of development, and Tibet's informatization and digital economy industry ecosystem has initially formed, information service capabilities, and government governance. The modernization of capabilities, the digitization of industries, and the significant improvement of the level of digital industrialization have laid a foundation for cultivating new drivers of economic and social development in Tibet, and laid the foundation for the people to share the digital dividend of information development, and provided scientific and technological support. From January to September of 2021, the value added of the industrial enterprises above designated size in Tibet increased by 13.8 percent year-on-year, and the two-year average ranked second in the country. The digital economy of Tibet's entire region reached 31.59 billion yuan, an increase of about 22 percent year-on-year. The added value of the high-tech digital industry is 14.206 billion yuan, an increase of 12.4 percent [4]; Infrastructure construction in Tibet is speeding up, and a large number of key projects such as transportation, energy, water conservancy, and communications have taken effect. The Lalin high-grade highway has been completed and opened to traffic. The total mileage of roads opened to traffic is 26,000 kilometers. Construction of the Linzhi section started, and the capacity expansion and reconstruction project of the Ge'ermu-Gela section of the Qinghai-Tibet Railway was completed and put into operation, with 102 domestic and foreign air routes; As of the end of November 2020, the installed power capacity reached 3,980,200 kilowatts, and the Alibaba-Tibet-China grid interconnection project was completed and put into operation. The main grid covered 74 counties (districts) in the region, and the total external power transmission was 6.5 billion kilowatt-hours [5]; On the whole, Tibet already has the foundation for the development of a digital economy. Tibet's industrial development stamina continues to increase, its green development support capacity has been significantly improved, the development level of industrial agglomeration and the economic benefits of industrial enterprises have been significantly improved, the green industry has grown steadily and rapidly; informatization construction has accelerated. The development of the digital industry is advancing rapidly, the pace of integration, innovation and application is accelerating, and the development of the digital economy is accelerating.

3. The Problems Encountered in the Process of Digital Economy Promoting the High-Quality Development of Tibet's Economy

From Figure 1 In terms of the regional distribution of my country's top 100 digital cities in 2020, most of my country's cities with better development of digital transformation are located in provinces with better economic foundations in the central and eastern regions, and the western region only accounts for 13%; no city in Tibet has entered the 2020 figures List of Top 100 Economic Cities. As an important barrier to national security and ecological security, Tibet is an important strategic resource reserve base, an important plateau characteristic agricultural product base, an important cultural protection area with Chinese national characteristics, and an important world tourist destination. It has a very important strategic position [6]. However, because Tibet is located at the third pole of the world, affected by its geographical location, it is cold and lacking in oxygen, the ecological environment is relatively fragile, the population is scattered, and it is far away from the

inland and other regional central markets. Its industrial structure is relatively single, and economic development is restricted by objective conditions. Compared with other provinces, the economic foundation, industrial foundation, and informatization construction are still relatively weak. The informatization development index and the integration index of industrialization and industrialization are still relatively low in the country. The endogenous growth momentum of the economy is insufficient. However, it is weak, profitability is not good, public services, people's livelihood, education, health and medical and other related infrastructure are lagging behind, and the digital people's livelihood construction capacity is relatively weak, and it urgently needs to be further strengthened.

Local distribution



Figure 1: Regional distribution of the top 100 digital cities in 2020
Data source: CCID Consulting 2020, 12

3.1 The Industrialization Level of Tibet's Agriculture and Animal Husbandry is Low, and the Conversion Rate of Scientific and Technological Achievements Needs to be Improved

Although absolute poverty has basically been eliminated in Tibet at the end of 2019, due to the impact of natural conditions and historical starting points and other objective factors, agricultural and animal husbandry production is still a weak link in Tibet's economic development. The income level of farmers and herdsmen is generally compared with other provinces in the country. It is still very low, and the economic development of agricultural and pastoral areas is still in a state of regional and overall relative poverty. It is mainly reflected in the following aspects: First, the infrastructure in Tibet's agricultural and pastoral areas is backward and the supporting system is not sound. Tibet's modern infrastructure such as information technology and financial markets is relatively backward, and it is difficult to meet the needs of the development of Tibet's characteristic industries. The second is that there is no characteristic industry cluster, and the strategic brand effect is insufficient; the third is the low degree of transformation of scientific and technological achievements. In terms of research and development of scientific and technological achievements, most of the projects and funds focus on innovation, and rarely start from the actual situation in Tibet. Starting from the actual needs of farmers and herdsmen, it is difficult for scientific and technological achievements to take root. From the data in Figure 2, it can be seen that in 2020, Tibet's total annual grain output was 1.03 million tons, a decrease of 1.0% over the previous year. Among them, the output of highland barley was 795,000 tons, down 0.4%. The output of rapeseed was 50,700 tons, down 10.9%. The output of vegetables was 844,400 tons, an increase of 8.8%. At the end of 2020, the total number of livestock stocks was 16,575,300 heads (heads, horses), a decrease of 452,800 heads (heads, horses) from the end of the previous year. It can be seen that Tibet's agricultural production is affected by the epidemic

and the external environment, and the output of major agricultural and animal husbandry products has also been affected to a certain extent. The downward pressure on the economy of Tibet still exists. However, there is still a lot of room for progress in the development of Tibet's agriculture and animal husbandry.

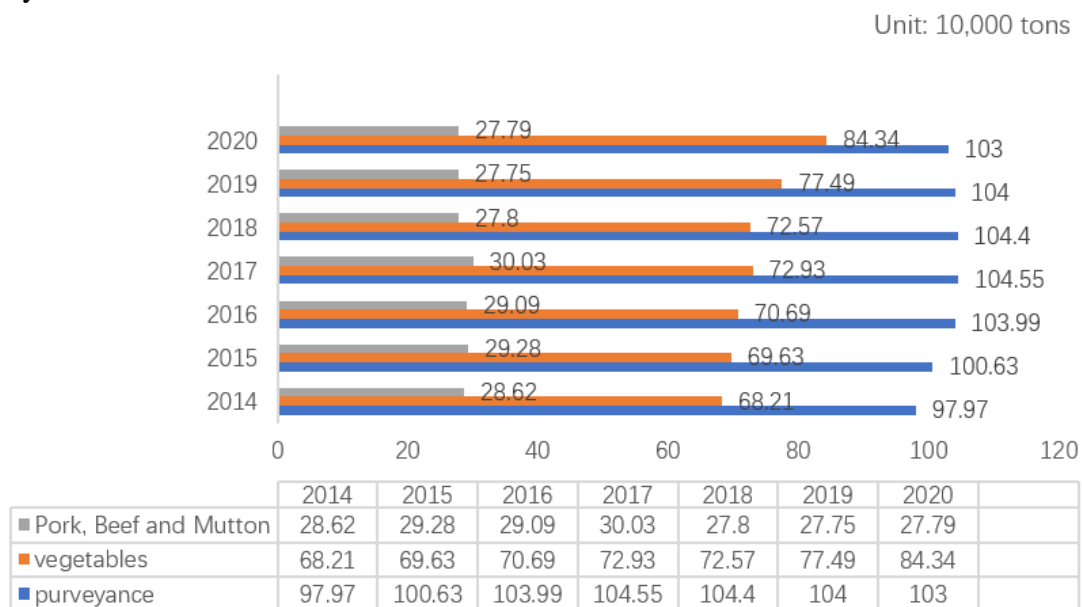


Figure 2: The output of main agricultural and livestock products in Tibet from 2013 to 2020
 Data source: 2020 Statistical Communiqué on the National Economic and Social Development of the Tibet Autonomous Region

3.2 The Industrial Structure is not Reasonable Enough, and the Business Environment Needs to be Optimized

The industrial scale of Tibet is small, the foundation is weak, and the characteristics of the initial stage are obvious. Heavy industry accounts for a large proportion of Tibet's industry, and light industry is relatively in a relatively secondary position. This affects the development of high-tech industries. Due to the lack of endogenous motivation for Tibet's economic development, insufficient motivation for innovation, let alone high-quality development.

According to the 2020 Tibet Statistical Yearbook data, Tibet's total industrial added value for the year was 14.516 billion yuan, an increase of 9.8% over the previous year, the added value of industrial enterprises above designated size increased by 9.6%, the electricity and heat production and supply industries increased by 1.7%, and the total corporate profit 1.891 billion yuan, an increase of 200.7% over the previous year. In terms of economic type, the profit of joint-stock enterprises was 768 million yuan, an increase of 153.3%; the profit loss of state-owned holding enterprises was 1.02 billion yuan, and the loss increased by 2.0%; the product sales rate of industrial enterprises above designated size was 99.5 % [7]. Based on the above data analysis, it can be seen that the business environment in Tibet has a relatively large impact on economic development, and there is an urgent need for a fair and just business environment. The vitality and impetus of economic development comes from enterprises, while state-owned holding enterprises in Tibet have lost 1.02 billion yuan. Coupled with the impact of the epidemic, it is difficult to provide stable jobs and job opportunities are relatively few. It is difficult to drive the development of the local economy, which will inevitably lead to Tibet. Brain drain. Therefore, optimizing the business environment in Tibet, adjusting and optimizing the

industrial structure, enhancing scientific and technological innovation capabilities, and providing enterprises with better development space are issues that must be solved urgently in the development of Tibet's industry.

3.3 The Development Level of Tourism is Relatively Low, and the Development of Characteristic Tourism Products is Insufficient

The first is that Tibet's tourism facilities need to be further improved, and transportation is still a bottleneck restricting the development of Tibet's tourism industry. There are currently many scenic spots in Tibet that do not have very convenient transportation conditions. For example, a direct train from Tibet to Ali takes 24 hours to arrive, and it takes two hours to arrive by plane, but the cost is as high as 2,640 yuan, the price is very high, and many tourists want to go. Ali feels the local characteristics of Xiangxiong culture, but it can only be discouraged. Ali's tourism industry cannot achieve good economic benefits, nor can it promote the economic development of the surrounding areas. There are still some tourist attractions in Tibet that are not accessible by roads and horse riding. It is also difficult to reach, and it is difficult for Tibet's unique tourism resources to give full play to its advantages. The second is the shortage of professional tourism talents in Tibet; Tibet is located on the roof of the world, with an average altitude of more than 4000 meters. It is cold and lacks oxygen. Many outstanding talents are reluctant to work in Tibet, such as the Potala Palace, Norbulingka and other famous tourist attractions. It is necessary to be equipped with tour guides proficient in various languages. From the current point of view, tourism talents in Tibet are generally of low quality, insufficient professional knowledge reserves, low academic qualifications and no certificate of employment. It is difficult to be competent for this work, which affects the customer's sense of experience, to a certain extent, restricts the high-quality development of Tibet's tourism industry.

4. The Digital Economy in the New Era Promotes the High-Quality Development and Improvement Path of Tibet's Economy

Based on the above analysis, we can see that combining the digital economy with Tibet's agriculture and animal husbandry, industry and tourism in different forms will promote the economic development of Tibet, give birth to new economic growth points, and achieve high-quality economic development in Tibet.

4.1 Promote the in-Depth Integration of the Digital Economy and Agriculture and Animal Husbandry Industries, and Improve the Industrialization Level of Tibet's Agriculture and Animal Husbandry

Faced with the new situation and new requirements, Tibet takes the 'Internet +' modern agriculture and animal husbandry as the starting point, and accelerates the construction of agricultural and animal husbandry informatization by focusing on the intelligentization of agricultural and animal husbandry production, business networking, management data and online services. To promote the improvement of the comprehensive production capacity of agriculture and animal husbandry, the focus is on the integrated information service platform of agriculture and animal husbandry, including voice, text messages, mobile APP, remote video of animals and plants, and health and medical services of farmers and herdsmen. Using mobile phone GPS positioning can promote soil testing and formula fertilization technology on dozens of plateau characteristic agricultural and livestock products such as highland barley, potatoes, tea, gastrodia, matsutake, etc., and build village-level information service stations in Tibet's agricultural and pastoral areas to develop village-level Tibetan incense, An

e-commerce trading network store for specialty products such as Pulu builds a digital monitoring platform for agricultural product safety information in Tibet's agricultural and pastoral areas, which can effectively improve the efficiency of agricultural and animal husbandry production. By building a platform for integration and integration of the agricultural and animal husbandry supply chain, the Tibet region has established an "Internet +" agricultural standard system, developed a new economic model based on the Internet platform of the agricultural and animal husbandry industry, and created a new model that integrates standardization, digitalization, branding, grouping, and financial capitalization. , Integrated empowerment of the agricultural and animal husbandry industry Internet platform, helping Tibetan farmers and herders to walk out a new path of agricultural and animal husbandry and rural development in the new era of "agricultural and animal husbandry industry chain + industrial Internet + comprehensive empowerment", thereby improving The right to speak in the price of agricultural and animal husbandry products, promote the high-quality development of the local agricultural and animal husbandry industry in Tibet, enlarge and strengthen the agricultural and animal husbandry industry, accelerate the deep integration of the digital economy and the agricultural and animal husbandry industry, and help the rural revitalization strategy.

4.2 Create a Better Business Environment and Accelerate the Digital Transformation of Tibetan Enterprises

In recent years, the country and China have issued a series of plans and policies, including actively promoting "Internet +", promoting the development of big data, "On Deepening the Development of Manufacturing and Internet Integration", and "Development Plan for New Generation Artificial Intelligence", etc. In the face of major changes unseen in a century, Tibet should make full use of the "digital dividend" brought by the new round of digital technologies such as the Internet, big data, and cloud computing to accelerate the integration of digital economy and manufacturing, and accelerate the improvement of manufacturing efficiency. And economic benefits, enhance its own innovation capabilities, accelerate the exploration of the application of new 5G technologies in industrial scenarios and the integrated functions of the industrial Internet platform, and actively build a high-level productive digital service platform. Encourage industrial enterprises above designated size to carry out intelligent transformation, build intelligent production lines, intelligent workshops and intelligent factories; coordinate the resources of Tibet's industrial industrial parks, promote the implementation of major new infrastructure projects such as information communications and data centers, and create conditions for enterprises to promote digitalization. Further promote enterprises in new materials, new energy and biological Tibetan medicine to lead the country, focus on the three major digital economy outlets of product intelligence, production digitization, and service customization, and empower enterprises to digitize manufacturing. At the same time, using digital technology as a breakthrough point, we will create a digital network platform to reduce the interference of human factors, let digital technology reduce the burden on people, and create a better business environment based on rules and regulations.

4.3 Accelerate the Integrated Development of the Digital Economy and Tibet's Tourism Industry, and Improve the Digital Level of Tibet's Tourism Industry

First, make full use of the resources of the tourism big data center, build a tourism platform for tourists, integrate Tibet's rich natural and cultural tourism resources, gather tourists, tourist attractions, and service personnel together to provide more convenient food, accommodation, travel, and shopping. All-round service, to meet the various needs of tourists with meticulous and thoughtful service. Build smart scenic spots through digital technology, and combine technologies such as the Internet of

Things, artificial intelligence, and electronic maps with scenic spots to provide all-weather protection for the resources and tourists in the scenic spots, and better protect the personal and property safety of tourists. Second, strengthen the development of Tibet's characteristic tourism products. Tibet's unique plateau snow-covered scenery, long history of Tibetan customs and religious culture and other tourism resources have always attracted domestic and foreign tourists. Relying on the relatively rich religious tourism resources in the Lhasa, Xigaze, Qamdo and Shannan regions, the establishment of religious tourist attractions will further promote the economic development of Tibet. Finally, Tibet should actively introduce professional talents, innovate talent mechanisms, and build a multi-level talent team. Improve the policy system for the introduction of compound talents with distinct levels as soon as possible, introduce flexible housing guarantees, patent rewards, children's enrollment, taxation and other policies to increase the proportion of digital senior talents; intensify efforts to establish a corporate-university "dual" education mechanism to encourage enterprises and Colleges and universities jointly established a digital practice base.

5. Conclusion

In summary, the combination of digital economy and real economy can not only promote the high-quality development of Tibet's economy, but also fully tap the huge potential of Tibet's agriculture, animal husbandry, industry, and tourism. Tibet has further promoted the in-depth integration of digital economy and real economy from the construction of information platform, intelligent transformation of digital industry, co-governance and sharing of digital governance efficiency, etc., in order to build a sense of community of the Chinese nation, realize Tibet's long-term stability and high-quality development, and build beauty China is struggling for Tibet.

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