

Development of the module of “Featured Village” based on the “Spending Time” applet and practice research on school local co-construction

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ABSTRACT : Based on the "Spending Time" applet, this research focuses on the development of the "Featured Village" module. Additionally, this research explores the innovation and practice of the school local co-construction model by utilizing the cooperation between Zhujiang College, South China Agricultural University, the Propaganda Department of Guangzhou Conghua District Party Committee, and the Financial Media Center. The findings of this study contribute to rural revitalization, not only offer new avenues and platforms for promoting rural culture, the utilization of rural resources, and the sustainable development of rural economy, but also provide valuable guidance and inspiration for the innovation and implementation of school local cooperation models.

KEYWORDS: school local co-construction, applet, rural revitalization.

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I. INTRODUCTION

The school local co-construction is an organic combination of university talent construction and the local region's economic development, in the context of high-quality and rapid regional economic development. Universities provide talent and intellectual support for local regional economic development, while local regional economy provides practical bases and employment opportunities for universities. The cultivation of talents in universities and the development of local regional economy have achieved a mutually beneficial, and win-win cooperation[1].

At the same time, rural revitalization holds significant importance in the construction of China's socialist modernization. The “Report of the 20th National Congress” of the Communist Party of China and the “14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and the Outline of Long Range Objectives by 2035” both mentioned the policy of “prioritizing the development of agriculture and rural areas and comprehensively promoting rural revitalization”.

In response to the spirit of the report, Zhujiang College, South China Agricultural University (hereinafter referred to as the Zhujiang College), as a local application-oriented university, should give full play to its social service function, strengthen and improve its ability and level of serving local development, and actively strengthen cooperation with the local government, so as to accelerate the rural revitalization, and form a good pattern of mutual benefit and win-win situation between schools and local area.

II. ANALYSIS OF THE MODEL OF SCHOOL LOCAL CO-CONSTRUCTION

The concept of "school local co-construction" carries profound connotations and ample scope for extension. To determine the project's entry point, it is essential to conduct thorough research on the history and existing research. Some scholars have conducted extensive research on the collaborative construction of libraries between schools and local areas [2-5]. Additionally, the co-development of industrial colleges is a crucial project in current school local co-construction [6-8]. In recent years, the focus of "agriculture, rural areas, and farmers" work has shifted to comprehensively promote rural revitalization. Consequently, the focus of cooperation in school local co-construction projects has gradually shifted to the field of rural revitalization [9-10]. Moreover, the establishment of collaborative education models under the premise of rural revitalization has garnered significant attention [11-12]. As a local application-oriented college, Zhujiang College is located in

Conghua District, known as the "back garden" of Guangzhou. It can be said that the timing, location, and people are well prepared, and the form of "school local co-construction" has helped to facilitate the rural revitalization of Conghua.

In recent years, Conghua District of Guangzhou has been awarded the titles of "National Rural Living Environment Improvement Significant Incentive County", "National Agricultural Science and Technology Modernization Leading County", and "2021 National Leisure Agriculture Key County". It has achieved remarkable results in five major revitalization areas, including industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization, and organizational revitalization, and has received high attention from domestic scholars. The contribution of tourism to the revitalization of rural areas in Conghua [13-14], as well as the sustainable development of characteristic agriculture in the context of rural revitalization [15], are representative studies that reflect the advantages and characteristics of the development path of rural revitalization in Conghua. Of course, the implementation of rural revitalization work in Conghua is not limited to the specific cultivation of a particular revitalization field. Rather, it is more dependent on the coordinated development of multiple fields. Hence, a comprehensive research [16] has been systematically elaborated. Zhang, Feng, and Cai[17] conducted a thorough investigation of 221 rural communities in Conghua District. Based on clarifying the characteristics of each rural revitalization type, they proposed the revitalization path of "Ecological Leading Rural Areas". In light of the aforementioned research findings and the current realities of Zhujiang College, the topic of this paper focus on the revitalization of rural areas through the use of digital technology. By using the "Spending Time" applet as the basis, we establish the "featured village" module to promote the effective integration of resources between the school and the local area. Our goal is to jointly collect resources, address problems, share achievements, and strive for high-quality development.

The "Spending Time" applet, as a platform to disseminate and promote resources in Conghua, has been launched in a satisfactory manner. It has met user experience, functional design, and content presentation requirements. However, there is still a lack of a window for external promotion that integrates the culture, tourism, customs, cuisine, agricultural products, and other aspects of the village as a whole. The existing "Spending Time" applet horizontally divides content into modules such as "Gathering · Activities", "Tasting · Food", "Living · Accommodation", "Strolling · Scenery", etc. The platform's content is "broad and comprehensive", but fails to highlight the distinct features of each rural area. If we are able to vertically explore and develop the "Featured Village" module for each individual village, and organically integrate its food, tourism, culture and other content, we can further ensure the "depth and precision" of the content. Therefore, in conjunction with the Propaganda Department of the Conghua District Committee, this project carries out incremental development on the basis of the original software, in order to achieve information integration of the villages in Conghua and achieve a closed loop of publicity.

III. DEVELOPMENT PRACTICE OF THE "FEATURED VILLAGE" MODULE

i. Requirement Analysis

This platform takes villages as independent units and presents tourists with detailed information about rural areas in Conghua District, including attractions, homestays, and recommendations for local cuisine. The aim is to enable tourists to fully appreciate the various resources and services available in the rural areas of Conghua District, vividly showcase the unique charm of the rural areas of Conghua District, promote the prosperity and development of the local rural tourism industry, and inject new life into the rural economy.

To begin with, it is imperative to achieve vertical excavation and development based on individual villages. This will ensure that each village's distinctive culture, historical background, natural scenery, etc. are fully exhibited. By delving deeper into the unique features of each village, a distinctive rural image is formed to attract more user attention and participation.

Secondly, food, tourism, culture and other content should be organically integrated to create a rich and varied content system. By incorporating elements such as rural specialties, tourist attractions, and folk culture, we aim to provide users with comprehensive information services that cater to their diverse needs during their rural tourism experience.

Furthermore, the system must possess efficient information integration and promotional closed-loop functions. By integrating the information resources of all villages in the Conghua region, a comprehensive information network is established to facilitate information sharing and interoperability. Additionally, by optimizing promotional strategies, we can enhance the visibility and reputation of the rural image, thereby promoting the sustainable development of the rural tourism industry.

In summary, the common user use case diagram of this platform is presented in Fig. 1.

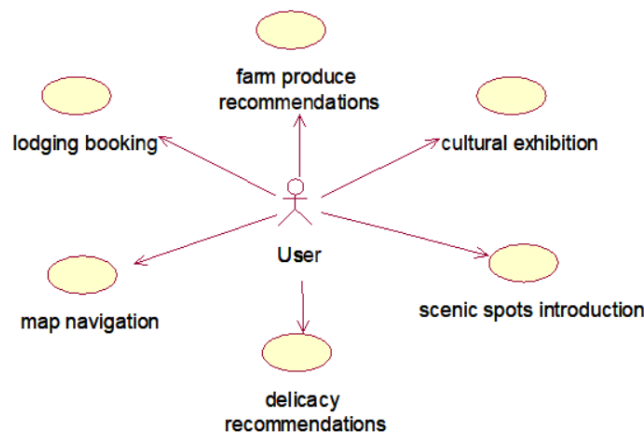


Fig.1. System use case diagram

ii. System Design

Based on the aforementioned requirements analysis, the "Featured Village" module is divided into six core sub modules, namely the map, delicacies, scientific spot, lodging, farm products, and culture. These sub-modules form the complete architecture depicted in Fig. 2.

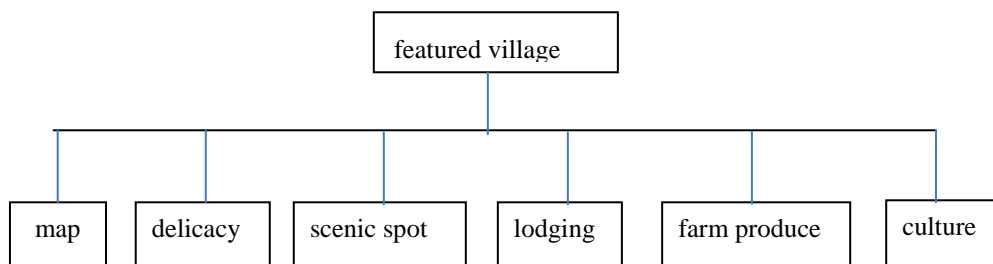


Fig.2. Functional module diagram of "featured village"

iii. system implementation

Home Page. This page utilizes a WeChat applet to vaguely retrieve the user's location. As it is mainly aimed at promoting rural villages in Conghua District, if the user is not located within the district, the map displays the center position of the district. Otherwise, the user's location is displayed, along with the four closest villages and recommendations of nearby attractions and foods, as shown in Fig. 3.

Village Page. This page presents information on villages, cuisine, attractions, accommodation, and parking lots in a waterfall style. Users can navigate to different types of information by clicking, as depicted in Fig. 4.

IV. CONCLUSION

This project utilizes the concept of "village" as the unit of study to assist in ecological diversification, deepen the cultural connotations of the village, establish a closed-loop system for publicity, and ultimately incorporate the "Spending Time" applet into the ecosystem as an indispensable and highly dynamic component. This can guide and complement other modules, ensuring organic win-win outcomes.

At the same time, the "school local co construction" project is the most direct and effective means for colleges and universities to serve society. There is no one-size-fits-all model to follow, depending on where and what school one is in. This project, as an exploration of the "school local co construction" model, can provide experience and reference for other universities and regions. Additionally, it serves as an exploration of talent cultivation models.



Fig. 3. Home page

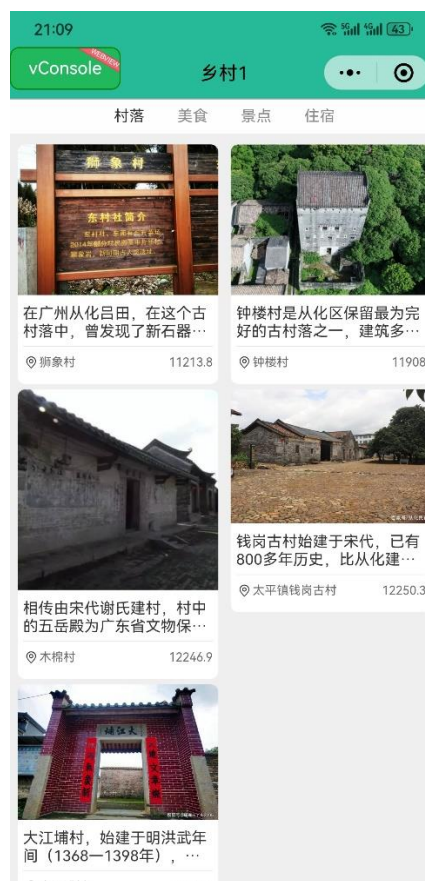


Fig. 4. Village page

The other pages such as delicacy and scientific spot will not be elaborated on one by one.

Furthermore, there are numerous villages located in Conghua. During the research process, it was discovered that obtaining relevant first-hand data was challenging. Zhang, Feng and Cai [17] conducted a comprehensive and thorough analysis of Conghua, but also mentioned that the availability of data was limited due to a lack of consideration for the value of cultural revitalization. Therefore, the implementation and online operation of this project can assist with data collection and processing, providing valuable data resources for subsequent research.

Finally, while serving the local community, the project also utilizes the practical platform and policy support provided by "school local co construction" to actively carry out the second classroom, enabling students to learn through practice and apply what they have learned. In addition to assisting students and local areas with specific problems, teachers also require the collection and organization of practical cases and data for future teaching and research. These cases and data should be summarized and analyzed, making them systematic, theoretical, and elevated to experience, in order to explore more effective talent cultivation and school local co construction models.

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