

A new model for the development of Xi'an Silk Road Economic Belt in the era of "Internet plus"

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Abstract: The "Belt and Road" focuses on interconnection and interconnection. In the era of "Internet +", the online silk road of global commerce is rising rapidly due to the development of cross-border electricity providers. The construction of the Silk Road Economic Belt on the Internet is under the background of the development of the Internet economy and the big data. The new Silk Road Economic Belt must make full use of the Internet and big data to construct the Silk Road on the Internet, which will help break the barriers between different countries, regions and groups. The Silk Road Economic Belt should be rebuilt with the mode of innovation and cooperation. With the help of the advantages of the Internet, a new era of Internet cooperation in the Silk Road Economic Belt will be opened.

The Silk Road Economic Belt, as an economic cooperation region for win-win development of all countries in the 21st century, is an important concept of China's economic development and diplomacy, and has risen to a national strategy. The rise of the Internet and the development of electronic commerce have broken the boundaries of time and space. This makes it possible to build the "Internet +" Silk Road Economic Belt under the background of the development of the Silk Road Economic Belt.

1. Promoting the development of silk road economic belt with the advantage of network

In the era of Internet +, it is mainly to make use of information invulnerability to facilitate data collection, sharing and mining analysis. At the same time, opening the Silk Road in the Internet era can realize complementary advantages in cooperation among countries along the Silk Road. Countries along the Silk Road Economic Belt should take advantage of the opportunity of rapid development of e-commerce to enhance the convenience of trade exchanges among countries and tap the potential for growth. On the basis of the development of the Internet of Things, through the establishment of e-commerce platforms, countries are fully demonstrating their own unique products to all parts of the world. The relationship between countries, regions, e-commerce and economic entities is based on fair competition and complementary advantages to seek new growth momentum, so as to promote the increase of market demand and provide more choices for consumers^[1]. As shown in Table 1.

Table 1. Total import and export volume of Xian and China from 2014 to 2018

year	2014	2015	2016	2017	2018
Total import and export volume of Xi'an	225.17	229.22	255.71	275.62	276.69
Gross GDP of Xi'an	809.13	1123.01	1267.94	1483.94	1530.38
Gross National GDP	59276	73011	82868	91849	102381

2. Study on the new model of the silk road on the internet

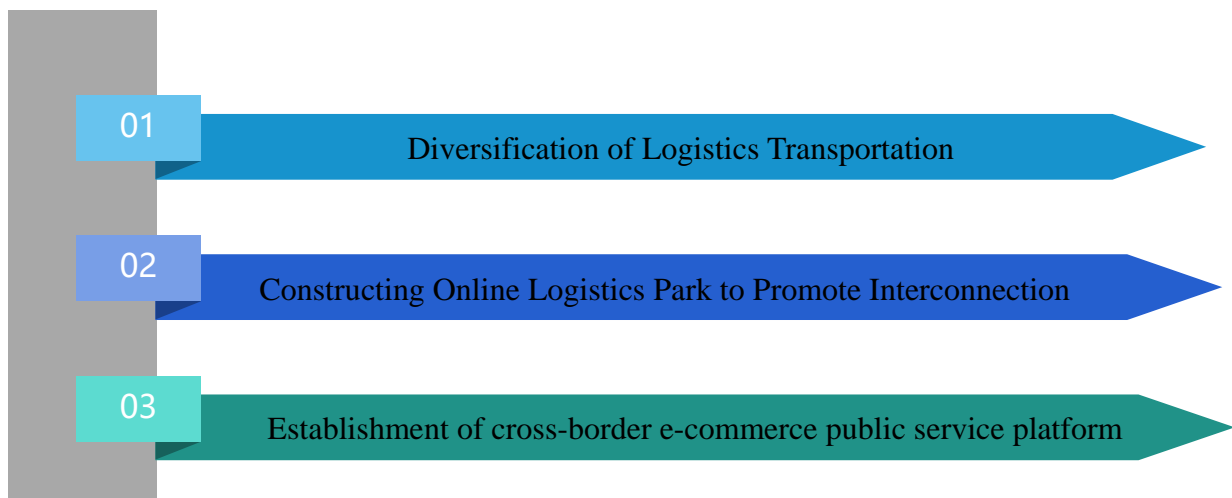


Fig.1 Study on the New Model of the Silk Road on the Internet

As shown in fig.1, a detailed analysis is presented above

2.1 Diversification of logistics transportation

At present, railway transportation conditions in China along with the "one belt and one road" have a good space for development, but in the development process, there must be additional coordination of other modes of transportation, such as air transport and road transportation. Especially in road transportation, it can fully realize the "door-to-door" service of logistics transportation, which is exactly what other modes of transportation can not achieve^[2]. Therefore, the combination of various modes of transport will make the online silk road have greater development space. Realize "online + offline" to provide services overseas.

2.2 Constructing online logistics park to promote interconnection

Selecting key areas, increasing investment in the central budget, guiding more social capital, organizing and implementing "Internet +" major projects step by step, focusing on promoting the integration and innovation of the new generation of information technology and manufacturing, energy, services, agriculture and other fields represented by mobile Internet, cloud computing, big data and the Internet of things, developing and expanding new formats and creating new ones. Industrial growth point^[3].

2.3 Establishment of cross-border e-commerce public service platform

According to the analysis of the operation of cross-border e-commerce at home and abroad, the system can be divided into three aspects: enterprise, logistics and payment. The key data module design should be carried out in these three aspects. At the same time, the customs declaration process of relevant departments should be analyzed and incorporated into the process of system design. Firstly, a complete database structure is established and data tables are created. Secondly, it divides the code module into several subsystems to compile the code, and then links the code interface in the case of the realization of the whole system function. In this process, the system needs to limit the user's rights through certain security technical precautions. Managers can have the authority of safety management, and ordinary employees can only have work-related authority, so as to avoid the leakage of personal information or enterprise information^[4].

3. Measures and suggestions

3.1 Strengthen the construction of network facilities

Following cloud computing, Internet of Things and mobile Internet, big data is becoming a new hot spot of information technology and a new direction of industrial development, which will have a tremendous impact on human production and life, and bring profound changes to economic and social development. Xi'an has a good foundation and advantages in developing big data industry. We should seize the opportunity to include our region in the construction of national big data comprehensive pilot area, accelerate the construction of a new generation of information infrastructure, strengthen the comprehensive development and utilization of information resources, and construct a large data center and cloud computing industry base in northern China. This will promote the innovation and development of our region's industry, cultivate new forms of business and help the economy. Economic transformation, as well as the promotion of government governance precision, commercial services convenient, efficient security, people's livelihood services, etc. play an important role^[5].

3.2 Strengthening system construction

Interconnection is an important goal of the construction of the Silk Road Economic Belt, which must be accomplished at full speed. First of all, we should build roads first, establish a perfect traffic network, and organize and formulate the "Silk Road Economic Belt Road Network Planning" to clarify the overall traffic structure of the Silk Road Economic Belt. Secondly, it is necessary to reach agreement with other relevant countries on the ways of interconnection, such as charging criteria, infrastructure and so on, so as to make the infrastructure construction of the Silk Road Economic Belt less resistance and disharmony factors. Thirdly, the state should promote the coordination and advance the early stage work of domestic related lines, especially the approval of some difficult or disputed areas. Fourth, it is through international cooperation to carry out overall division of labor and cooperation so as to make transportation accessibility among countries and lay a solid foundation for international transportation convergence for the initial formation of the "Internet + Silk Road Economic Belt".

3.3 Combining industry, education and research to promote development

Institutions of higher learning and scientific research institutes should provide intellectual support for "Internet +", cultivate a large number of required talents for the construction of "Internet

+", and attract more high-level talents to serve "Internet +" through preferential policies. On the other hand, the research on social practical problems in Colleges and universities sometimes only stays at the theoretical level, and can not answer the problems from the practical point of view. By combining production, teaching and research, the theory can be upgraded to practice, and then the practice can be transformed into theory to achieve a reasonable optimization transformation.

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