



Reconsideration about the Construction of Town Informationization in China

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Abstract

With the development of urbanization, the construction of town informationization is becoming more and more urgent and important in China. At present, the consciousness of town informationization is not deep; the information application is not of large scale; information-based talents are not enough and the information industry is of low level. Besides, lots of towns don't know what to do and how to do in town informationization. In this paper, the author analyzed the connotation of town informationization, and discussed the methods to push forward the construction of town informationization, according to the characteristics of the present town informationization.

Keywords: Town informationization, Connotation, Consideration

With the rapid development of town informationization and information era, the town informationization has become the main symbol to evaluate the sustainable development of town, and it is an important factor to bring along the development of the whole country. At present, lots of towns are carrying out the construction of informationization, but they still have some cognitive problems about what they should do and how to do in informationization.

1. The connotation of town informationization

Town is the economic, political and cultural center of the rural area, and is the bridge and ligament to link the city and rural area. The town informationization mainly includes the following aspects:

1.1 *The informationization of resource and environment*

The resource and environment of town include the country, cultivated land, climate, mineral, agricultural breed, animals, plants and industries etc. Henan is in the center of China, it has broad land and abundant resources and environment. The area of cultivated land and forest, water resource, road, and the environment of industry and agriculture might change at any time, these information should be well and truly grasped, because large scale and instant data about resource and environment will be propitious to the reasonable usage of resource and the improvement of resource utilization ratio, and it will be good for the disaster prevention and relief, pollution control, soil conservation, and protection and improvement of environment.

1.2 *The informationization of society and economy of town*

The content of society informationization and economy informationization is very broad, such as, the running of rural industry, industrial and agricultural production, the development of service industry, science and technology, information industry and tourism, the situation of finance and revenue, the construction of infrastructure such as supply of water, electricity and gas, road, waste water treatment, garbage treatment and environment protection, the construction of school, hospital, kindergarten, gerocomium, the construction of social service and security system, the change of population, the popularization degree of education and science and technology, the situation of residents' income and habitation etc. Government of all levels should know about the situation of society and economy so as to take appropriate measures to face up to various problems.

1.3 *The informationization of science and technology and education*

The content of science and technology and education informationization includes the following aspects, developing the primary industry, secondary industry and third industry with modern science and technology, tackling key program of science and technology, establishing data bank about technological information, establishing science and technology garden, providing technological and information service for industry, agriculture and enterprises, carrying out modern long-distance education, imparting knowledge through teaching software. The radio network, television network, and the internet should be taken together to help the town to adopt and use the latest achievement at home and abroad, so as to

bring the function of science and technology into play.

1.4 The informationization of town market

The informationization of town market mainly includes the informationization of means of production market, the informationization of industrial and agricultural product market, and the informationization of consumer goods market. By collecting, processing and transmitting the supply and demand information about means of production, consumer goods and industrial and agricultural products, towns can link with local market, national market and international market. The market operation and the industrial and agricultural production should be guided by the collected information, so as to accommodate the ever-changing market, accelerate product circulation and improve market circulation efficiency.

1.5 The informationization of town management

The enlargement of town scale and the complication of organization and structure of town put forward higher demand on the town management. The development of informationization will provide technological support for the demand mentioned above. Leaders of town and the manager of each department and each industry will be able to know about every aspects of the town through information sharing, so they can firstly get new cognition about town development, then reconstruct the various affairs of the town and achieve better town structure, and then establish corresponding policies and countermeasures and put forward new management concept. The cycle will definitely improve the decision-making ability of managers and improve the management of town.

2. Reconsideration about the construction of town informationization

At present, the consciousness of town informationization is not deep; the information application is not of large scale; information-based talents are not enough and the information industry is of low level. Owing to the restrictions of management, technology and capital and the influence of the characteristic of town informationization, the construction of informationization is confronting with great difficulty. Hence, in the process of the construction of town informationization, the information knowledge should be firstly popularized and the cost of construction should be low, besides, the practical situation of local area should be taken into consideration, the superiority of local area should be thoroughly brought into play.

2.1 The construction of town informationization should be planned as a whole and coordination should be strengthened

The “unified planning” should be carried out from the level of the nation and the local area. On the one hand, government should establish definite guiding thought, principle, content and objective, and make fundamental prescription on organization, capital, management and supervision according to the basic rule of informationization development and the situation of town in China; on the other hand, the local area should establish proper and specific blue print for the construction of town informationization according to the content of national programming and the practical situation of local social and economic development, so as to guide and supervise the construction of town informationization. Besides, the project of small town informationization and its qualification should be managed strictly from the aspects of evaluation index, capital source, management manner of construction and operation. For example, access condition can be set up to avoid the blind construction of some grass roots units. Local area should pay much attention to the project of town informationization before the national policy is issued.

Further more, management and coordination should be strengthened in the construction of town informationization. Resource integration is not required in grass roots units, but coordination between departments is very important. At present, the town informationization project usually is undertaken by a certain department, so there is little resistance. With the development of informationization, demand on resource integration will be more and more, and resistance from other departments will be stronger and stronger, so the construction of informationization in various departments should be carried out simultaneously in the beginning.

2.2 The knowledge and skill of informationization should be popularized

Comparing with large and medium-sized cities, town is relatively closed. It is not convenient for town to introduce new technology, new tool and new product, especially in the area of informationization. Most people of town have little opportunity to use computer, they don't know about internet, data management system, not to mention the production and management by means of informationization. In order to advance town informationization, knowledge and technique about informationization should be popularized firstly to improve people's consciousness of informationization. There are various ways to spread knowledge and technique about informationization, for example, TV program and broadcast about informationization, game about informationization knowledge and report of scholars.

2.3 The informationization resource of large and medium-sized city should be utilized thoroughly

There are few informationization talents in town, especially high potential talents. Owing to the limitation of educational resources and strength, it is difficult to carry out high-level education and training about informationization. Besides, technological innovation ability and informationization project developing ability of small town is weak. Hence, small town should carry out construction of town informationization by dint of the talents and technological resource of large and medium-sized cities. Software development and hardware manufacture can be carried out in large and medium-sized cities,

but IT enterprise should make deep investigation into the practical situation of small towns, so as to provide proper plan for small town informationization, and the cost should be lowered as much as possible by reuse of module. IT enterprise and college can establish informationization training center in towns, and cultivate informationization talents for towns. Local government should send public servants to large and medium-sized city to study informationization and expand their eye shot.

2.4 Public information platform of town should be constructed

The information application scale of each field in the town is not large, while informationization needs great investment. The framework of government is relatively simple; a platform about governmental public information should be established, in that way, all the governmental organizations can do electronic governmental affairs on the platform. The enterprises in the town are mostly small and medium-sized; an enterprise public information platform should be established to realize the informationization of enterprise. The most of the industries in the town are retail trade, service industry and small scale manufacturing, public information platform on a specific industry can be established, so all the units can issue information on the platform, and government can carry out supervision through the platform. The “centralized” information method is applicable for town informationization.

2.5 Small and medium-sized information industrial park can be established in the qualified towns

In most of the large and medium-sized cities, land resource is not enough, and there are lots of urban problems such as traffic jam, environmental pollution. Some IT enterprises can be transferred to the information industrial park of town, especially the IT product manufacturing enterprises that are labor intensive. For example, the people of town are able to do the job of computer assembly and circuit board firing after training, accordingly, the employment pressure can be relieved. In east China, especially in Jiangsu and Zhejiang, IT manufacturing of town greatly accelerated the economic development of local area.

2.6 Town urbanization should has local characteristics

The construction of town informationization should be done according to the practical situation of town, such as the economic structure, special industry, advantageous resources. If the distinctive industries of the town are textile and costume, informationization can firstly be carried out in textile and costume industry to enlarge market share and improve the fame of product, the town of Dachen in Yiwu is an example. The town that is located in the traffic hinge can carry out traffic informationization; such as intelligent transportation and the issue of traffic information, the Meishan city in Sichuan is an example. If the pillar industry of town is hardware manufacturing, hardware manufacturing and enterprise information should be firstly carried out; electronic business affairs will enlarge the market share and improve the fame of hardware manufacturing, the Yongkang city in Zhejiang is an example. If tourism is the dominant industry, tourism information can be firstly carried, which will enlarge the market share and improve the fame of tourism product, Tongli town of Suzhou is an example.

The sticking point of town information is programming. The development strategy of town informationization is that town programming, industry programming and regional programming should be integrated, and town should be united with the surrounding cities, and the position of individual town should be taken into consideration. Programming should not become an empty political slogan or a slogan of governmental affairs; it should keep development space for the future. It can be seen that town informationization is the means to develop economy, but is not the “image engineering” or “performance engineering”.

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