

Research on the Development of Smart City and the Innovation of Internet of Things Industry in the Era of "Internet +"

Qian Yu'e

College of Cooperative, Pu'er University, Puer, Yunnan, 665000, China

email: 99882885@qq.com

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Abstract: Due to the rapid development of science and technology, the Internet industry is in continuous reform and innovation. The development of the topic "Internet + urban construction" has opened a broad path for the further construction of smart cities. This paper analyzes the current situation of smart city construction from the perspective of "Internet +", and analyzes many problems in the construction of smart city. In view of these problems, it puts forward the future development plan of smart city. We need to improve the quality of life of the masses, make them feel the best service in today's society, and take the road of smart city construction in the context of "Internet +".

1. Introduction

The development of "Internet +" focuses on the "financial effect" and the strategic transfer of "marginal value" of the Internet with technological thinking. "Peripheral effect" refers to the influence and influence of the Internet on other connected related industries. "Marginal value" refers to the indirect value and value-added services generated by the contribution to other industries beyond the value of the Internet itself[1]. The revolutionary change driven by the Internet in the "Internet +" industry is the strategic transformation of the information industry from "information transmission" to "information service". The Internet is driving the industrial revolution. In the era of "Internet +", our development focus should not be the Internet itself, but in new areas, such as "+", "Internet + agriculture" means smart agriculture. That changed our definition and the meaning of agriculture. Our understanding of the real world and society will change dramatically. That is to say, "network +" is the expression of new economic form, which is developed by using the new form of Internet information network. That is to say, the optimization of distribution network of production factors and the unified and complete game give Internet innovation, economic and social reality, economic innovation and production efficiency. In order to strengthen the foundation and packaging tools as a form of extensive economic development based on Network[2]. From the "physical" change of "real economy + Internet" to the "chemical" change of "Internet + real economy", strategic thinking needs to be carried out from three aspects. Smart city is a demonstration system project to realize the city's comprehensive service and intelligent management. The demonstration system project of Internet technology innovation applied to Urban Smart services. The key task is to develop an intelligent information system which can meet the needs of intelligent service and management in urban areas. Propose technical solutions at the system level. The service environment of smart city includes two parts: smart production and smart consumption of urban comprehensive service. The key task is to combine ICT and CPS (network Physics Society) into one, make the most of the Internet technology system, and transform the existing industrial services into intelligent services. In the process of making the best use of the city's intelligent services, we should try our best to provide as many software services as possible, and expand the proposal to provide better and more comprehensive services. In order to meet the needs of consumers, we should make the best use of the network technology.

2. Necessity and Feasibility Analysis of Smart City Construction under the Background of Internet + "

2.1. Analysis on the Necessity of Smart City Construction under the Background of "Internet +"

From the perspective of governance theory, the lack of guidance of governance theory is a major omission of smart city construction[3]. Ignoring the main factors affecting the long-term development of the city, such as the charm and participation of citizens, and promoting the economic development in the short term, such as the development of emerging industries such as the Internet, that is, the short-term impact on the economic development. In this context, the concept of "technology first" often ignores the original intention of enterprises to pursue efficiency and interests and build a smart city. What is ignored is not only the path of local decentralization, citizen participation and bottom-up participation, but also the social and basic concerns of ethical human rights. The "Internet +" action plan not only provides a new round of opportunities for the development of information technology industry, but also emphasizes personalized and citizen centered human feelings. This is the same with the theory of governance, public order, the pursuit of efficiency and fair balance of administrative publicity[4]. Therefore, it is necessary to study the path of smart city construction in the context of "Internet +".

Table 1 Mode of infrastructure privatization

Type of infrastructure	Pattern	Describe
Existing infrastructure	Sell	Private enterprises acquire infrastructure, operate under franchise and charge users
	Lease	The government rents infrastructure to private enterprises, which operate under the franchise and charge users
Existing infrastructure requiring capital investment for expansion and renovation	LBO	Private enterprises rent or purchase infrastructure from the government, transform, expand and operate the infrastructure under the franchise; they can collect fees from users according to the franchise and pay certain franchise fees to the government at the same time
	Peripheral construction	Private enterprises expand the infrastructure owned by the government Ownership of the expanded part, but it can be operated Entire infrastructure and charging users
New infrastructure needed	BTO	Private enterprises invest in the construction of new infrastructure, transfer the ownership to the public sector after completion, and then can operate the infrastructure for 20-40 years, during which time they charge users
	BOOT	Similar to BTO, it is different that the ownership of infrastructure is transferred to the private sector of the public sector after 20-40 years of operation. Under the permanent franchise, the private sector invests in the construction, ownership and operation of infrastructure

2.2. From the Perspective of Practice, Smart City Development Strategy and Internet

That is closely related. The traditional development mode of smart city is to sign a strategic agreement with the Internet giants, and the industrial giants provide technical support. In this case, the voice of urban construction is not the hand of urban managers. This old mode will achieve economic growth in a short period of time. The construction of smart city under urban construction will inevitably have some differences with the traditional urban development mode, which will also bring opportunities and challenges to the development strategy of smart city. Generally speaking, exploring a new mode of smart city construction in the context of the "Internet +" policy can greatly improve this situation.

3. Smart City Construction under the Premise of "Internet +"

In the new era, "Internet +" has brought many epoch-making changes to people's lives.

3.1. Medical Treatment

In the past, many patients came to the hospital to see doctors, most of them encountered various problems such as difficult registration, expensive treatment, long time and so on[5]. The emergence of the Internet has greatly promoted various links for patients to see doctors. They can register in advance and pay online. Appointment service and other settings can save a lot of time and money.

3.2. Business Problems

In the morning and evening rush hours, the traffic is so crowded that most of the working time is wasted on the road. The emergence of Internet makes some taxi services form a symmetrical information mode. You just need it, and I just need it to maximize the benefits and make them consistent with each other.

3.3. Education

In the past, education mode only depended on the teacher's explanation in class. In many cases, students have many questions after class. Because of the emergence of the Internet, many online schools have emerged endlessly. He can customize personalized education services according to his personal preferences to improve his performance in a targeted way. Nowadays, "Internet +" is closely related to our life[6]. Once the Internet is lost, the general public will feel lost. At home or abroad, in the life of "Internet +", it brings people a wide range of people and greatly improves the living standards of the masses.

4. Problems in the Construction of Smart City under the Background of "Internet +"

Although "Internet +" has played a role in the construction of smart city, it also highlights many problems in this process and faces great difficulties in promoting the construction of smart city.

4.1. The Participation of the Masses is Not Active

Up to now, the main participants in the construction of smart cities are the young people after 80 or 90[7]. They have limited ability and energy for the elderly to contact with new things. Even if the government vigorously advocates and supports it, it can not be quickly applied and effective among the whole people, and the masses can not better enjoy the benefits they deserve.

4.2. Inadequate Planning for Smart City Construction

In the current construction of smart city, there are no major and minor areas, which makes it impossible to integrate, allocate and utilize resources. All projects are allocated according to unified standards, which dilutes the available efficiency and role of resources, and fails to maximize the advantages brought to the construction of smart city under the leadership of "Internet +".

4.3. Poor Service Provided by Smart City

The ultimate goal of smart city construction is to provide high-quality life services to facilitate the masses of the people. However, from the current various phenomena, some of the services provided in the process of smart city construction are of poor quality, and some of the services have a huge negative impact, not only bringing negative effects to the lives of the masses of the people, but also affecting the smart city The status of the city construction in the minds of the masses.

5. On the Path of Smart City Construction under the Background of Internet + "

In view of the above problems, the smart city has encountered difficulties to be solved while building[8]. Therefore, in order to ensure the smooth construction of smart city, we need to find a suitable road for its construction and improve it.

5.1. Improve the Enthusiasm of the Masses to Participate

The power of the public is huge, and it is also the source of power to create urban construction. Without the active participation of the broad masses of the people, we cannot create services and construction suitable for the masses. And the wisdom of the masses is infinite, which can create more new things, so that the masses can better understand the construction and development of the smart city, form a subjective initiative, and actively participate in the construction of the smart city.

5.2. Cultivate New Scientific and Technological Innovation Talents

In order to promote the mutual integration and development of basic industries, it is not only necessary for the state to vigorously support these industries, but also to continuously cultivate new scientific and technological innovation talents to invest in the construction of smart cities[9]. Only the new-type scientific and technological innovators can plan and deploy the construction of smart cities carefully, coordinate the distribution and utilization of various resources, and constantly accelerate the further development of basic industries. Smart city needs a large number of top-notch technical talents.

5.3. Government Changes Management Mode Concept

The government should not only guarantee the financial and technical problems needed for the construction of smart city, but also strengthen the management of the problems in the process of the construction of legal smart city and strengthen the macro-control. Through the active guidance of government departments, through innovation, to provide high-quality social service system. We will continue to promote and upgrade the construction of "Internet +" and smart cities, improve the level of science and technology, cultivate innovative talents, and play a role in the construction and development of smart cities. With the rapid development of science and technology, "Internet +" has brought great changes to our life and gradually evolved into the mainstream of our life. Not only does it not change our life style, but it is much more convenient than us. It not only improves the living standards of the masses, but also promotes the rapid development of our economy. In order to improve the construction of smart cities in the context of "Internet +", it is necessary to give full play to the advantages and effects of the two, and combine them into one, so as to build cities better and faster.

6. Conclusion

In the context of "Internet +", the construction of smart city must match the new development strategy. Among them, the transformation of development concept, the cultivation of knowledge-based operators, citizens, the promotion of smart Citi financial system based on PPP mode, the proper operation of the interests of unified coordination and cooperative development, which is an important way for the establishment of smart city, has become an important guiding role in the new wave of smart city construction boom.

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