The Internet will be How to Change the Landscape Industry

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Abstract. China's Internet development to what extent? Each of us feel the Internet rapidly, mind not intuitive proof data. Let Numbers to tell you about China's Internet development present situation. On the way of the Internet, landscape nursery stock industry already behind other people's livelihood industry a big step, but the possibility of future development is still have a lot of other industries in the process of the development of the Internet to do try also can provide some thinking for garden industry. Change the direction of the industry can also be reassuring.

Introduction

China's Internet development to what extent [1]? Each of us feel the Internet rapidly, mind not intuitive proof data. Let Numbers to tell you about China's Internet development present situation [2].

On the way of the Internet, landscape nursery stock industry already behind other people's livelihood industry a big step [3], but the possibility of future development is still have a lot of other industries in the process of the development of the Internet to do try also can provide some thinking for garden industry. Change the direction of the industry can also be reassuring [4].

Current Situation of the Development of China's Internet

According to the China Internet network information center for the China Internet network development state statistic report, you can see as of June 2015, 668 million Internet users in China. Only at the end of 2014 to June 2015, 18.94 million Internet users were created half a year's time. Internet penetration rate was 48.8%, and the social various aspects influenced by the network of the people's livelihood [5,6].

At the same time, mobile phones beyond computers become the first big Chinese Internet users surfing the Internet terminals.594 million mobile Internet users in China, is an increase of 36.79 million in December 2014, the use of mobile Internet ratio 20.5% more than a PC. Internet users in the use of mobile Internet population accounted for up to 88.9%, with the bigger of mobile terminals and the improving of the mobile application experience, as users main Internet terminal further clear trend.

Figures show that China's rural 186 million Internet users, an increase of 8 million compared with the end of 2014.The urban areas and rural areas of Internet penetration rate were 64.2% and 30.1% respectively, a difference of 34.1%.Rural area 10 to 40 people aged Internet penetration of 15-27% lower than the urban areas [7,8].

According to statistics, at present China's fixed width to the port number of 407 million[9], covers all cities in China, villages and towns and 93.5% of administrative villages. A fixed number of broadband users more than 200 million households, broadband scale in the world's first. Mobile broadband users (3 g / 4 g) accumulative total of 674 million units, public and home Wi-Fi, becoming increasingly prevalent in the network environment, WLAN public access point (AP) a total of 6.045 million. And in the push of economic, China's Internet contribution rate to economic growth significantly promoted, the world first. Internet economy accounted for in GDP continued to rise, to 7% in 2014[10].

The Nursery Stock Industry and Combining the Current Situation of the Internet

Further deepen the influence of the Internet for personal lifestyle, from entertainment information acquisition and communication based on the needs of personalized applications, development and health care, education, transportation and other public service depth fusion of the livelihood of the people. Garden industry, of course, also be to promote continuous development of the Internet to upgrade [11,12], but relative to people's livelihood service industry, landscape industry and Internet application is still in its infancy.

Around 2000, garden industry from the earliest paper media industry transformation from the Internet [13].The first generation of garden is Internet portal, ruled by social era, the core business model for the flow to liquidate, mainly to the enterprise to provide a display platform and information exchange platform. In the Internet originally applied to various industries development pattern, landscape industry did not lag behind the other industries. But today, Internet +, after be brought up the concept of Internet course industrial transformation and upgrading of development [15], have turned to other industries. But garden industry is still at the primary stage of development of the Internet. Did not realize the online trade, supply and demand both sides did not form a substantial interaction, the two sides is still in unilateral release information with the traditional way to trade.

The Nursery Stock Industry Change

In recent years, countries have been promoting the green, green city in China, the concept of green countryside, go "let city embraced forest, forest to encircle the cities" development train of thought.

Building a green China, is a development mode, system engineering, consumption idea and way of life change in the future will develop the green industry, optimize the industrial structure, eliminate excess capacity, promote industrial structure change "light", the development mode change "green", economic quality "optimal"; At the same time promote green consumption trend of the whole society.

Countries to support green industry is gradually enhanced, this also requires garden industry to seize the opportunity to complete nirvana. In this context, the Internet under the embrace of landscape nursery stock industry, there will be what kind of change [16]?

1. A comprehensive Internet. Based on large data, the two sides of supply and demand information is transparent, in the shortest possible time to build trust [17].

2. Nursery stock products will be more and more similar characteristics, and has a better user experience of product will stand out[18].The precision of Internet information service development, will promote the process of pursuing higher quality nursery stock industry.

3. Online and offline will combine, form more specification of the specifications of the perfect system and price system. Return to rational market [19], unreasonable profits will be squeezed.

4. The excavation of large data, generate guidance nursery seedling index model of production, management and development. Change of seedling trading mode [20], search mode, mode of production and management mode, the industry gradually shift from the traditional artificial intelligence.

5. Cancel the intermediate links, procurement upstream and downstream suppliers directly face to face. From the blind competition to multiple cooperation. Directly to the customer, more personalized and customized [21].

6. Internet + seedlings would promote seedling enterprise brand, encourage enterprises to carry out high quality products and prestige [22].

7. For the standard of the landscape plants online [23], will make more close to the financial, nursery stock industry production and port will also usher in a better mode of an open ground.

8. Via the Internet to establish credit mechanism to determine nursery industry's evolution. The construction of credit system will be more sunshine [24], more peer-to-peer dialogue at the ends of the supply and demand.

Nursery Stock Industry Development in the Future

Landscape Architecture Market Capitalization Gradually Toward The Society. Construction of landscape architecture in urban construction, ecological construction, spiritual civilization, and the national economic and social development of overall importance, basic and pilot, is obviously a Shared public welfare undertakings.At present, the capital of landscaping industry is the main source of government investment is given priority to, private capital and social capital injection is complementary[25,26].

Across the developed world garden green industry capital market, capital market is actively involved in the whole society. Landscape industry development in our country in the future, will be under the premise that the government guidance, multi-channel [27], diversified development mode, mainly to participate in a variety of economic elements, attract a large number of private capital and foreign investment in landscape construction, landscape architecture construction.

Garden Planning Design Concept Extension, Towards the Diversified Design. Compared with the past more than ten years, the types of landscape architecture planning and design projects, the depth and breadth have been greatly expanded and are turned away from traditional garden design in modern landscape planning and design.

The future development of landscape design, on the basis of traditional theory, aesthetic theory, function theory, landscaping theory, the theory of garden city, leisure recreation theory, theory of green space structure, etc.), absorption of environmental ethics, environmental psychology and new concepts such as ecological philosophy, will be people-oriented[28], to the person and nature coordination as the goal, gradually to the ecological design, culture, regional design, the combination of science and art design.

"Ecological City" is the Development Trend of Contemporary Urban Landscape Construction. For decades, the discussion of "ecological city", the deepening of environmental awareness, make people understanding of landscape in the position in the city have further sublimation. With the development of science[29], the progress of the society and the improvement of people's living standards, has the development of the urban landscaping and level height to know to protect the ecological balance.

Ecological garden is to maintain ecological balance, and beautify the environment as the dominant idea, advocated adjust measures to local conditions, suitable for, follow the ecology principle.The main body of ecological garden is the natural biological communities or simulated natural biological community, emphasizes the combination of artificial landscape and the natural biological communities[30].

Urban garden is based on artificial ecosystem as the main body of landscape, such as urban comprehensive park, zoo, botanical garden, small garden, the street green space and so on.Urban landscape become an important part of urban construction, become the important symbol of modern city, the importance of urban landscaping in urban construction are increasingly significant, implementing urban landscape ecology has become the inevitable trend of world city landscape development.

Conclusion

Under the new ecological, traditional industry more or less.But whether to use the Internet business model innovation, or to transform traditional industries, to comply with the laws of the Internet itself development and operation, and reasonable use of its resources and potential.Achieve the perfect combination of "harmony", is much-anticipated garden Internet mode.

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