

# Research on the Construction of Characteristic Towns in Anyang

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## Abstract

In recent years, Anyang City has made every effort to integrate resources in all aspects of culture, tourism, economy, etc., especially local resources such as history, culture, landscape, navigation, red, ancient capital, industry, agriculture, ecology, ancient villages, etc. The development of global tourism has achieved remarkable results, but there are also a series of problems. This article analyzes the existing problems on the basis of combining the experience of the construction of characteristic towns in Anyang, and puts forward suggestions for improvement measures.

## Keywords

Anyang, Featured town, Improve strategy.

## 1. DEFINITION CHARACTERISTIC TOWN

The concept of characteristic town was first proposed by Comrade Li Qiang, then governor of Zhejiang Province, in October 2014: a development space platform with clear industrial positioning, technological elements, cultural connotation, ecological characteristics, tourism format and certain community functions. In 2016, the National Development and Reform Commission clearly defined its concept in the "Guiding Opinions on Accelerating the Construction of Beautiful and Characteristic Small Towns", including two types of characteristic towns and small towns.

The construction of characteristic towns is the exploration and practice of the five development concepts of innovation, coordination, green, openness and sharing at the grassroots level. The construction of characteristic towns is a new exploration of the new urbanization model, which can better promote local employment, focus on environmental construction, strengthen infrastructure construction and improve basic public services, and provide various services for agriculture, rural areas and farmers. Improving the quality of life and well-being of town residents is a key carrier for rural revitalization and overall urban and rural development.

## 2. CONSTRUCTION STATUS

Anyang City is facing huge challenges of economic transformation and upgrading and industrial restructuring. How to narrow the gap between urban and rural areas and promote the integration of urban and rural areas needs to explore new ways and new methods. From the perspective of urbanization and economic development, the creation of characteristic towns has become an important starting point for Anyang City in the future to optimize the new urbanization path, achieve a leap in economic structural transformation, and form a green high-end industrial system.

In recent years, Anyang City has carefully crafted characteristic villages and towns with cultural heritage and industrial foundation by using industry as a carrier to form a "one town,

one style" and successfully cultivated a number of characteristic towns. Relying on the local development foundation, special industries and special environment, urban districts and counties, through the introduction, extension, and upgrading of the industrial chain, realize "one village, one product, one town, one style". Each town takes full advantage of local resources, strengthens and refines characteristic industries, gathers related industries to the maximum extent in a limited space, and exerts the agglomeration economic effect.

Through combing, we can find that the characteristic towns in Anyang have the following characteristics: First, highlight the production towns and the integration of production villages. Cultivation of characteristic towns is based on organized towns, which is different from southern Jiangsu and Zhejiang characteristic towns. Through the construction of concentrated parks, industrial intensive development is realized, through the highlight of distinctive culture, the promotion of cultural traditions, and the improvement of infrastructure and the optimization of basic systems to release economic vitality. Such new urbanization construction promotes the transformation of township economies and promotes small Town development. This also determines the development path of industry-city integration. Second, outstanding cultural characteristics, Anyang City has a long history and deep cultural resources, which have laid the foundation for the construction of tourist towns. By fully excavating cultural connotations, you can create a unique cultural brand and promote the development of the local cultural tourism industry. . Third, high-tech is widely used, and many characteristic towns are under construction, with advanced concepts and forward-looking. By combining "Internet +", cultural creativity, natural resources, and characteristic industries are integrated into one, bringing more benefits to the construction of villages and towns. Large space, inject vitality. Fourth, continuous innovation, focusing on introducing new concepts, staying with innovative talents, achieving product innovation, and providing a source of water for town construction.

### 3. ANALYSIS OF EXISTING PROBLEMS

#### 3.1. Features Are Not Prominent Enough, and Advantages Are Not Fully Utilized

Characteristic towns focus on the word "special". For Anyang, it is necessary to work hard to give full play to their unique advantages, not to compare characteristics to scale. At present, the towns with better development in the city, such as Linzhou Shibanyan Township, Donggang Mopan Township, and Hongqiqu Cultural Tourism Town, are concentrated in tourism regardless of their leading industries or small town construction positioning, but only The construction of basic tourism service facilities and some other supporting facilities has not kept up, and has not yet formed a strong industrial agglomeration effect. The local unique culture is not deeply explored, such as Daokou Township, Duli Township, Chuwang Qinhan Township, etc., all lack large-scale experience zones, cultural display characteristic streets, characteristic inns or experience zones, etc. Enclave. In addition, Linzhou is located in the Taihang Cultural District, which leads to the general emphasis on Taihang culture in the construction of small towns. Its own advantages are not obvious.

#### 3.2. Infrastructure, Insufficient Supporting Services

Since most of them are formed towns, based on the original towns, there is a general problem of insufficient public infrastructure support. The infrastructure and industrial development are not synchronized, resulting in many inconveniences such as "food, accommodation, travel, shopping, entertainment", such as cultural tourism In terms of small towns, village-level highways have narrow roads and insufficient parking lots, resulting in inconvenient transportation; relying on natural landscapes and lack of extended entertainment and leisure facilities, such as exhibition halls and experience halls; insufficient construction; on shopping, special agricultural and sideline products lack brand and scale Insufficient industry, insufficient

Internet + integration, the last mile and other issues make the shopping experience poor. The lag of public service facilities and services such as medical treatment, catering, accommodation, education, etc., seriously affects the customer experience and also indirectly affects the company's entry.

### **3.3. Single Format, Insufficient Industrial Integration**

Featured towns, in addition to the basic functions of traditional towns providing agricultural and sideline products, should have a complete industrial chain in terms of technology, cultural tourism, and communities. At present, the characteristic towns in Anyang City are basically single and not enough Sound, lack of multi-dimensional and multi-style supporting functions. The enterprises are mainly local enterprises, mostly local characteristic industries, with small scale and low product technology content. In general, the main business is not strong, the high-end is not enough, the industrial level is low, the characteristics are not prominent enough, and the sustainable development capacity is lacking.

### **3.4. There Is A Single Investment and Financing Channel, and There Are Shortcomings in Project Introduction**

The sustainable development of characteristic towns is inseparable from financial support. However, the financial input of the prefectural and municipal governments and the subsidies of the provincial government are basically the only source of financing, and individual projects are constructed by PPP. The construction of characteristic towns requires large-scale capital, the capital supply rate is often insufficient, and the lag in the supply of financial funds also affects the construction of small towns. In terms of infrastructure and ecological environment construction, due to the long investment return cycle and low investment return rate, the expansion of capital channels has been limited to a certain extent. The lack of local financial talents also leads to limited financing methods and financing levels. These series of problems directly or indirectly restrict the construction of small towns, and it is also one of the fundamental reasons why town construction is led by the government.

## **4. SUGGESTIONS FOR PERFECTING THE CONSTRUCTION OF CHARACTERISTIC TOWNS IN ANYANG**

### **4.1. Give Full Play to the Advantages of Unique Industries and Build A "Special and Strong" Small Town Industry**

Mainly start from a few points: 1. Cultivate characteristic industries: tap regional factor endowments, give play to comparative advantages, focus on cultivating local advantageous enterprises based on regional industrial characteristics, and combine digital economy, network economy and other emerging formats to create local characteristics with core competitiveness industry. 2. Introduce related industries: According to the town 's characteristic industries, innovate and introduce measures to reduce the entry threshold for related industry chain enterprises. By introducing industries with high relevance, good integration, and high technology content, extend the characteristic industrial chain to improve the town Industry level. 3. In the construction of the town's space construction, cultural construction, landscape features, brand marketing, etc., we should consider the characteristics of the industry, strengthen the characteristics, and gather development.

### **4.2. Strengthen the Construction of Town Foundations and Service Facilities to Promote Integrated Development**

In the construction of infrastructure facilities, service supporting projects, and the entry of enterprises, policy support should be given to simplify approvals and improve services. In terms of land use, rationally plan the land use, do a good job of comprehensive improvement,

redevelop the park, and solve the problem of land use in characteristic towns. Encourage enterprises to develop education, medical care, culture, catering, accommodation, transportation, entertainment facilities, etc. in the town to improve the convenience and comfort of the town. The integration of tourism and community functions creates a situation of multi-industry integration and development.

#### 4.3. Raise Capital for Town Construction and Operation Through Multiple Channels

The current phenomenon of "government is hot and enterprises are cold" is obvious. Government investment is huge, but enterprises are well involved, resulting in insufficient driving force in the construction of existing towns. In the expansion of financing channels, through the establishment of government industrial funds, promote the integration of various social funds, such as subsidy funds, collective funds, corporate funds, personal funds, etc. Promote the development of the PPP model, improve the infrastructure of characteristic towns, build public service platforms and innovation incubation platforms, support characteristic towns to expand effective investment, and encourage enterprises in towns to grow bigger and stronger. In addition, it is also possible to subdivide small town construction projects to sub-projects with good profitability and relatively mature conditions to be operated by the society to drive social capital investment. The government provides appropriate policy support for certain sub-projects, innovates the government-enterprise cooperation model, and estimates that enterprises participate in investment. Establish special financing institutions, introduce professional financial talents, and design diversified financing methods.

#### 4.4. Measures for the Cultivation and Introduction of Innovative Talents

First, cultivate talents, improve various training mechanisms, encourage various training or competition projects, innovate training forms, establish professional skills training centers based on local characteristics, hire professionals to train in towns, reward and subsidize trainers, and increase enthusiasm To study and design a localized certification system for localization, and to promote local characteristics, industrial advantages, and cultural connotations. Second, introduce talents, formulate preferential policies for talents, improve supporting facilities such as education and medical care, set preferential plans in a targeted manner, and focus on introducing scientific and technological entrepreneurs and technical engineers. In addition to improving treatment, supporting policies, etc., strengthen the shaping of cultural common sense and stay with talents.

### ACKNOWLEDGEMENTS

This paper was supported by Anyang Teachers College 2019 Undergraduate Innovation Fund Project (ASCX / 2019-Z170).

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